

# *The* AUTHOR & JOURNALIST

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1939

**FORECASTS—ANALYSES OF LITERARY  
TRENDS—BY AUTHORITIES**

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—MARCIA SANGUIN

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—RUTH HERBERT

Typical examples, these successful new writers above, of what I am doing, month after month, for beginners. During the first six weeks of 1939 I launched other new writers' first contributions to *Liberty*, *Colliers*, *Physical Culture*, *Successful Farming* and twenty-four other national magazines ranging from the big time down through the secondary slicks and pulps. If you have talent and wish to increase your sales, to open new and better markets, to bridge the gap between pulp and slick, or even to make your first sale—I can help you too.

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NEW YORK, N. Y.

# THE AUTHOR & JOURNALIST

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NO. 3

## PROFESSIONALS APPROVE OF SERIES

"The Student Writer" department is omitted this month, due to pressure on our columns from the Annual Forecast features. It will return in the April issue.

The inauguration of this department, in the September, 1938, issue, has brought a surprising response. The plan in launching it was to provide a running course in short-story writing, which would be of special value to beginners but might interest many professionals as well. Two letters received this month indicate that the latter hope was not too optimistic. One is from Barrett Willoughby, famous author of "Spawn of the North" and many other fine novels. Miss Willoughby writes:

"My subscription began with the January, 1939, Author & Journalist. I am very much interested in your Student Writer Department, and I want the whole series. Your article on "Snowballing" a Plot' is about the best thing I've read on that subject—plots.

"I enclose my check. Please send me September, October, November, December, 1938. I notice that this series began in September, 1938.

The other letter is from Jack Williamson, veteran science-fiction writer, whom many consider the outstanding writer in this field of literature. Mr. Williamson comments:

"The A. & J. is my favorite writer's magazine, because it is better edited than any other, I feel, to serve the needs of the actual professional writer.

"Your features, in the order I value them: First, the indispensable Quarterly Market List and monthly news and market columns. Second, practical articles by professional writers and critics, such as Wright's 'Detour Theory.' Third, 'The Student Writer,' which I am following with interest. Fourth and last, the trade, verse, juvenile material, in which I have little personal interest, though I always read them for useful nuggets.

"In your current issue, just read, Mr. Hawkins's reprinted article, "'Snowballing" a Plot' (in the Student Writer department) is tops. Articles that show how and why by concrete illustration are always good, and this is a remarkably lucid and revealing account of the difficult art of literary creation."

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Why is it that the majority of poets, submitting verses to the editor, enclose a return envelope too small to fit their manuscripts?

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FULTON OURSLER, Editor in Chief



# THE AUTHOR & JOURNALIST

March, 1939

## LOOKING INTO THE CRYSTAL

... By FRANK CLAY CROSS

Associate Editor, *The Author & Journalist*

WITH impressive dignity the old crystal gazer runs his long, bony fingers through his bushy whiskers, pushes his turban over one ear, and peers into the depths of the big glass ball on the table in front of him. . . Quiet, everybody! Quiet, please! He's about to begin. This is the big day when he makes his annual forecast for readers of *THE AUTHOR & JOURNALIST*.

"Harrumph!" says he, clearing the frog from his oracular throat. "I see a great throng of people. Millions of them. Men and women of all ages. They're all pounding typewriters, or scrawling words with pens and pencils. They're pushing tons of manuscripts into envelopes and sending them away. What energy! What industry! Hope beams on every face. I see the manuscripts rolling across the country like a great tidal wave. I see them—Oh-oh! Wait a minute. The tidal wave has hit an obstacle. It stops. It turns back. And now the tons of manuscripts are rolling down on the writers who produced them. I see the writers tearing them from envelopes, gazing miserably at the little slips of paper that come with them. Rejections—rejections—just nothing but rejections. Ah me! What a world!"

The old boy's face looks pretty glum, but suddenly a spark of excitement flashes into his eyes. "Aaah!" he breathes with obvious relief. "Maybe it's not so bad after all. I begin to see a few acceptances now. One here! One there! About one acceptance for every thousand rejections."

What a stupid old babbler he is. Here we want him to talk about the magazines, to forecast what they'll buy and just how much they'll buy; but instead he goes on talking about us writers. He tells us that we'll make our own markets, each one for himself. Those of us who read the magazines closely and analyze the material that they print; those who follow intelligently the tips that editors and competent critics and more successful writers give to us, and who are good, careful craftsmen, will sell a good share of our stuff. The rest of us will continue to harvest disappointments.

"Just like any other year," he says, "1939 will be a good year for writers who can deliver the goods that the editors want. New names will break into the by-lines. Careful writers, writers who study the manu-

script markets as thoughtfully as an expert investor studies the stock market, writers who have talent and who use it in the right way, needn't have any worries. They can always make the grade."

Oh well, let the old boy rave on. We'll do our own forecasting . . . Hmmm! It looks a little stormy over there. *Printer's Ink* reports that, in 1938, magazine advertising hit the lowest slump of the past five years, *The Saturday Evening Post*, *Collier's*, *American Magazine*, *Cosmopolitan* and all the other big slicks lost from 40,000 to 300,000 lines of advertising each. The women's magazines suffered, too. That's a bad barometer. When advertisers get balky, editors get the jitters. They buy just as little as they can, and they get a lot more snooty about what they'll accept. This condition doesn't affect the pulp editors so much, of course, but when times are bad, magazines don't sell so well. So the pulps get kicked from another angle.

You can't get around it, 1938 wasn't a very rosy year for the average writer. Sales were harder to make; prices for manuscripts were cut in a good many instances. And maybe 1939 won't be a whole lot better. Yet the general outlook seems to me to be more promising. Businessmen are sounding more optimistic; the big armament program, backed by President Roosevelt, will send millions of dollars rolling through the channels of trade. There should be an upturn on the business graphs and, if it comes, the magazines are bound to pick up. There'll be more sales for you and me.

No matter what comes, however, the majority of magazines will carry on. They'll have to buy stories and articles to print, and somebody will have to write them. The main difference will be that the demand will be stiffer for well-written manuscripts with worth-while themes, for stories and articles that follow the popular demand.

In some ways a depression favors the newcomer. Editors are more alert for new writers with new styles and fresh outlooks on life. In good times, when magazines are holding up and making money, they often run along, month after month, with very few changes. Why should they experiment when all is going well? When circulations and advertising begin to slump, however, editors are forced to scan the horizon for

new ideas. Old writers, whose names have appeared in the by-lines with more or less regularity, are put under the microscope and given careful scrutiny. They've got to have the goods or new writers will be sought to replace them.

Among the best indicators of popular trends in the magazine field are the pulps. Most of them are highly specialized in subject matter. Some deal with crime and mystery; some with war; others with love and sports and scientific themes. The publishers put them on the market, and haul them off again, almost as easily as they change their shirts. If the demand for crime stories is strong, new crime story magazines appear; if the demand slackens, they disappear. So it goes with all of them. Therefore the popularity of various themes and subjects can be judged, to some extent, just by comparing the number of pulp magazines now devoted to each one of them with the number published a few years ago.

Such a survey shows that the biggest boom in recent years has been for sports stories. In 1935 just two sports-story pulps were on the market. In 1936 three more appeared, and 1937 brought six more into print. There are now nineteen of them: one semi-monthly, nine monthlies, eight bi-monthlies and one quarterly. This doesn't mean merely that the demand for sports stories has increased among pulp magazine readers. It means that sports are arousing more general interest throughout the country. It means that the big slicks, as well as the pulps, want good sports stories. And articles, too. Check the number of sports articles now appearing in such magazines as the *Saturday Evening Post* and *Collier's*, with the number printed a few years ago. You'll see the increase. It's a big one.

There are now forty Western-story magazines on the market, as compared with thirty-four in 1937, and twenty-six in 1935. The number of weeklies and monthlies, however, hasn't changed. The new titles include sixteen bi-monthlies and three quarterlies. Unfortunately, however, the market for Western stories in the pulps has been seriously crippled by the disposition of some editors to use reprints in order to cut expenses. This frugality has hit the pulp writers

a pretty hard blow, but if you can write slick stories, Western themes are not bad at all.

Crime stories, mystery and true detective yarns are holding about even in the pulps, but an examination of the slicks shows that they are still going strong. *Liberty*, in some of its issues, has become almost a true detective magazine. And again in the pulp field, the love-story books are keeping on a pretty even keel. There were two weeklies and seven monthlies in the field in 1935, excluding the romantic Westerns: there are now two weeklies, five monthlies, four bi-monthlies and one quarterly. In the slicks, however, the demand is very strong for brightly written love tales with happy endings. Usually they should be written from the woman's viewpoint, and placed in a more or less luxurious setting. Keep away from poverty; the average reader is fed up with it.

In very recent months, the most spectacular upswing of popularity has been for pseudo-scientific tales. Possibly the Martian scare, created last November by the famous Orson Welles broadcast, has been largely responsible for it. You'll remember how the whole country was thrown into a bad case of jitters by his radio dramatization of "The War of the Worlds," written by H. G. Wells. If your imagination has a tendency to be somewhat wild and woolly, there may be a good opportunity for you now in the pseudo-scientific, weird, and terror story fields.

The worst recent slump has been among the always insecure sex pulps. The D. M. Publishing Company of Dover, Delaware, which had a string of seven, has gone out of business.

The confession magazines don't technically belong in the pulp field, but they are also pretty good indicators. And they have doubled in number, from seven to fourteen, since 1935. This reveals a strong demand for intimate stories and articles, stressing human interest; for stories and articles of a gossip variety. Readers want to see under the blanket of sham and pretension which cloaks so much of human life.

Altogether, the best subjects for writers who want to keep abreast of the present magazine trend, seem to be sports, light romance, mystery, fantasy, Western stories and very intimate themes. A further survey of the slick field shows that the demand is strong for stories emphasizing character analysis coupled with plenty of action. For stories told with wit and clever wording. For stories with happy endings. In the non-fiction market the demand is strong for articles with significant themes, or themes that carry a maximum of entertainment value. For articles that get under the surface of current political and social and economic movements, and reveal phases of them that few readers know. For articles on personalities who are prominent in some significant activity. Above all, the demand is for sprightly writing that makes for fast, easy reading.

The demand for pictures, started by *Life* and *Look*, is still very keen. There has never been a time when article writers had more use for a camera. A good series of photographs will often sell an article that wouldn't have a ghost of a chance if it were submitted unillustrated.

These are times when every writer should pay the closest attention to what the magazines are using, when he should key himself to popular demands. They are times when no manuscript should be released until the writer has expended his utmost effort to improve it. Sloppy writers, dull writers, writers who neglect to explore their subjects with painstaking thoroughness, are pretty certain to be out of luck. After all, the old crystal gazer was pretty much right; what the future holds for each one of us will depend largely on how we conduct ourselves.



"He used to write for *Liberty*."

## FICTION FORECAST FOR 1939

By THOMAS H. UZZELL

Critic, author of "Narrative Technique," etc.

"DOES the writer make the times or do the times make the writer?" The answer these days is that the times make the writer. To succeed today, a fiction writer must live in the headlines and in last minute flashes from the cables.

Social, economic, political changes are always with us, but when, as in the present, those changes take place with incredible rapidity, it becomes more than ever the writer's job to be alert to public feelings. The literary writer, moreover, has indispensable need of sufficient knowledge and understanding to interpret the changing life about him. The popular writer, too, must see that his romantic, humorous, or adventure inventions are set against backgrounds which are up-to-the-minute. What are the wars and rumors of wars in Europe and Asia doing to lovers, to parents, to business men? What will the fear of war, of economic insecurity mean to his characters? What real-life happenings and settings suggest new adventures, new crimes, new mystery complications?

Never has the ivory tower been so deserted. Pick up an issue of *Collier's* and you'll find boy still meeting girl, but he meets her to the tune of Spanish guns in the offing, and he wins her because he is an American, representing a last symbol of a serene, tolerant, democratic way of life, and as such is preferred to his Nazi rival. Pick up *Good Housekeeping* and there you find a mother who lost her brother and husband in the last war and now wonders how long her three sons will be safe from another conscription. Or, to shift to the more frothy, we can find a debutante in a *McCall's* story being ignored by the stag line because she is committed to a "proletarian" way of life.

Even in the pulps and confessions heroes are prov-

ing their courage in Spain and China and heroines are clashing with fascists, labor agitators, and gestapo members. The *SEP* prints a series of stories featuring the problems created in a community by relief, and *Redbook* declares in a story that two people can be in love and still be maladjusted from sex incompatibility. (Do you know what is new about this last story idea?)

What will all of this mean to the fiction of 1939? I predict that the immediate contemporary scene will even more specifically and frequently be featured in print. A public, so excited that it can be thrown into a war-scare panic by a broadcast of an H. G. Wells Martian fantasy, and so internationally minded that it will sit up with ears glued to the radio waiting to hear the latest dispatches of a threatened distant war in Czechoslovakia, isn't going to be satisfied with stories about sentimental triangles or stereotyped go-getter business heroes or maidens menaced by that hell-rake, the designing male.

Since contemporary problems now warrant urgent consideration, I believe that more and more new names will replace the big-name writers who hit their stride in the individualistic '20's. The market has never been so ripe for the fresh viewpoint, the sophisticated, alert intelligence. Because in troubled times the temper of the public is more serious, I predict that popular fiction will increasingly feature sober, significantly tragic effects. (Note the qualification given for "tragedy," please—tragedy for tragedy's sake will remain as unsalable as ever!)

Here is a warning: a common error of the writer using significant materials is to be didactic in his treatment. He will tell the reader flatly that such and

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such is the case and this is the way he should feel about it. Beware. Didactic treatises are not entertaining. Save direct preachings for editorials. Remember that now as ever the fiction reader wants to escape, to be carried away by the *drama* of the story he is reading. If you have a "message" to impart, bring a knowledge of the technique of drama and creative imagination to the task.

The stories that will be printed in the coming year will, in large part, be stories distinctly of 1939 and 1940. Because the times are more unsettled and experimental, there will be fewer of the old "formula" effects, more leeway for the new writer who reads the newspapers and hasn't read too many short stories of the last ten years.

I think the most valuable advice I, or anyone else, can give writers is this: forget Poe, O. Henry and Irvin Cobb; read an established metropolitan newspaper daily and note how it dresses up the news to please the masses; study all the analyses of public opinion such as those of the Gallup Institute; decide

who the hero-figures of the home are and feature them sympathetically in stories; work hard at the "light touch" in style; don't distort your story out of all semblance to life to secure a happy ending, and, lastly, once in a while say to yourself, "What the hell?" and write the whole truth, happy ending or not.

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Art H. Newman, fiction editor of *The Toronto Star Weekly*, Toronto, Ont., Canada, writes: "May I make a suggestion? Can you not somewhere in your magazine hammer away at the fact that American postage stamps are of no use in Canada? It is really a nuisance to be receiving envelopes on which American stamps have been gummed. The loose American stamps are of more value to us because we can exchange them for cash if and when we take the trouble to do so; but we much prefer Canadian postage, which can be purchased from any Canadian post office."

## FILM FARE FOR '39-'40

By **ADELINE M. ALVORD**

*Hollywood Agent and Critic*

**J**OHAN TWIST, one of the successful staff writers in Hollywood, reveals some interesting information for writers generally, and aspiring screen writers particularly. He emphasizes this fact: "Studios are 'hungry' for good stories and good writers" but the editors' greatest problem is to find stories with any *originality* in plot situations or treatment.

A Cinderella theme in a new and modish dress will get consideration; but there is a tendency on the part of many writers, unconsciously perhaps, to imitate stories that have been successful and well publicized. "The Great Man Votes," starring John Barrymore, is a recent adaptation by Mr. Twist. Personally, I believe his continued success is due to the originality he puts into the scripts he adapts.

John Twist declares that staff writers are more than willing to work with authors in the adaptation of their stories, when purchased by a studio, and contends that there is less jealousy among screen writers than those engaged in any other branch of the craft. Here is a bit of sound advice which he offers:

"Don't write for any particular star or actor! Nothing need concern a writer but having a story to tell and telling it in visual terms. Players will be found to fit it and staff writers in the work of adaptation will fit it to the actors and to production needs. Be wise and do not limit your market."

He believes every one in the United States must be fully aware by this time that the only possible way

to get his unpublished stories read in any studio is through presentation by a reliable agent. It is a strict rule that staff writers are not allowed to read *any* material sent them direct. (So don't send your stories to "Johnny"!)

"Writing is not a gift but an accomplishment," and we left his pent house atop a high building on the RKO lot with a firm conviction that if writers had the capacity for hard and thoughtful effort, they could create salable screen ideas. It is just this ability which has placed John Twist in his enviable position in the industry.

An examination of advance market news from the studio publicity departments discloses that the major studios will produce the best balanced film diet in years. Musical offerings will be drama with music—productions in which music is incidental to the telling of the story. Coming back too is the old-fashioned melodrama that deals with the reality of life. Outdoor plays will be used and once more "rip roaring" tales will be on the boards. There will be a sprinkling of biographies and a few dealing with contemporary political and social problems. Action pictures will be emphasized and there will be fewer Class B films.

More and more stories written directly for the screen are being bought. The reason given by editors is that writers have learned the requirements of the film story and are developing plots with definite ideas of production procedures.

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## 1939 LOOKS GOOD TO ME!

By a Professional Business Writer

**T**HE song-writer of the silver screen has nothing on the business magazine writer! You know the type I mean—the fellow who gets hit on the head by a raindrop, grabs his sweetie's arm, and quick-steps along, composing as he goes, "It's fun to walk along in the rain with you! It's fun to talk a—" Oh, you know how it goes! "I've got an idea for a song!"

And so with a business magazine writer. He may not notice the rain-drops, but everywhere he goes he's hit in the eye with a sign, a newspaper ad, a clever window display, a piece of direct-mail. Out come notebook and pencil, be he in a revolving door or the middle of fast-moving traffic. "I've got an idea for an article!"

For ten years that's been a picture of me. And what do I see ahead in 1939?

Work! Pavement-pounding! Picture-taking! Disappointments! But good returns from it all if I'll conform to the needs of the editors . . . and real fun in doing it.

Times have changed since I wrote my first business story. Then, I could run features to 2000 words, or more; I could do several stories from the one interview, each with a different slant, and sell to as many different publications in the field; I'd call 500 words a short, and seldom have to bother with pictures. (If an editor felt he must have one, he'd tell me to order one taken and send the bill to him). In those days I'd pile up 20,000 to 25,000 words a week, shoot the stories around, keep 'em moving, and gather in the checks.

But now it's a different story. The number of buying publications has diminished. With seldom more

than two magazines in a field, obviously a writer cannot send out two large features on the same concern; he cannot offer two such features to the same editor. As a matter of fact, he cannot spread the interview to cover two stories: it must now be condensed into one story, packed with bell-ringing ideas. And the returns? The same cent-a-word, or under, rate, with but few exceptions, as he would have received in the old days when two stories would have burst from the same interview-seed.

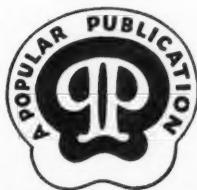
Still, I'm not complaining. When times change, I pride myself on being able to change with them. The radio, the movies, the picture magazines, have all brought about in readers a demand for stories quickly told, easily flashed "and contents noted." No longer am I a lazy interviewer, taking all the time in the world for pleasant talk, out of which I draw my ideas for articles; now I'm a quick, alert, idea-gatherer. I have to be if I'm to click as a business writer!

*Business journal editors want pictures.* I've developed a picture-sense. I'll never be a first-class photographer, but I've kept at amateur work until I can take all but the difficult shots satisfactorily. At first I shot everything; now I only shoot after careful deliberation. I take window displays only if there is a well-defined theme that will show up as well in black and white as it did in colors. I avoid displays featuring too heavily nationally advertised products. I try to get candid shots—nobody looking in the camera. I don't overload an article with pictures—good average is one picture to every 500 to 600 words. I have a first-class small camera, enlarge negatives to 5 x 7. That keeps costs at a reasonable level.

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Since the success of any magazine is so largely due to the authors who write its stories, Popular Publications take this opportunity to thank all those whose work has appeared in the following complete list of Popular magazines:

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ACE G-MAN  
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POPULAR PUBLICATIONS

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*Conventions are coming back.* The Depression spoiled much convention business I had formerly had. Editors learned they could get reports free from secretaries, could condense from newspaper clippings. Now, with Fair Trade, Wage-Hour and much other legislation vitally affecting retail business, there is renewed interest in association activities as brought out in convention gatherings. I can't make reports as long as formerly, but pack 'em full of meat. And often, if arrangements have been previously made with an editor, I accompany them with candid shots of conventioners.

*Certain subjects top all others.* One editor wrote me: "The most important subject in our field during 1939 is that of reducing costs so that there can be an increase in net earnings. With that as a basic theme, the subjects which should be covered include the whole gamut of merchandising activities of retailers." He speaks for many editors. Generally speaking, articles on Selling come first, with articles on Salesmen (their selection, their training, their compensation) second. Those publications which combine technical with selling, usually put the stress on technical material. Shorts of every kind are in demand. Personals come last, in most fields, for most monthly national publications can fill their pages with material far more interesting than the fact that Bill Jones of Cherry Center has moved from 10 to 25 Main St.

*What is the rate and quantity-purchase outlook?* I put this question to several editors as I planned my year. They seemed to agree that there was no prospect of a big advertising year ahead; thus there could be no greater purchase of material, and no increase in rates. Most looked for a stationary condition.

Those who have dabbled a bit in business journal writing may think the foregoing presents a gloomy forecast. But I don't. Last year I earned more money

than any of my newspaper reporter friends, more than any of my pulp-paper writer friends. In earning, I was learning. This year, I am adjusted to conditions, and I shall earn more. I shan't bemoan the fact that I can't gather material and write as I used to. As my newspaper friends are news-hounds, so shall I be a how-to-make-more-money-in-business fact-hound. I shall scatter material widely, so I can have checks from 30 to 50 publications every month, knowing, then, that if one publication lets me down some month, there will be another that uses more than the usual amount of my material.

I shall put more variety into my writing. Some articles will be ghost-written; some "confession-type"; others, regular third-person interviews. Occasionally I'll do an article which is mostly captions for pictures. Sprinkled through every week's production will be many live merchandising and display shorts, illustrated whenever possible. I shall go after conventions much more aggressively. And always I shall be alert for trends, so as to get the jump on the next business writer. I shall try to make myself indispensable to editors so that they'll call on me often for special material.

No, I won't get rich—but I'm no writing genius. I know how to put one word after another to make sense, and how to report accurately. I don't apologize to anyone—not even a *Saturday Evening Post* writer—for writing for the business magazines. And note those words—"business magazines." For a long time, I've wanted to substitute that title for "trade journals," and now Joseph S. Hildreth, the vice-president of the Chilton Company, Philadelphia, makes the suggestion. He says the term would result in greater prestige for business publications. I think it would result in greater prestige for myself, and my brethren in this how-to-make-more-money-for business game! Let's second the motion!

## TRENDS IN ARTICLE WRITING

By CHARLES CARSON

Critic and Agent

THERE is every indication that the feature article during the coming year will retain its present streamline effect, with some minor accoutrements added.

It has been obvious to observing writers now for some time that the feature article bears an ever increasing resemblance to the short-story, both in structure and tempo. In view of present trends, it is likely that this effect will be slightly accentuated in the future.

The article of a decade ago lacked a specific structure, the principal idea being to put certain facts

across to the reader. While the original motive still persists, the modern feature must also entertain, because of literature's present competition with radio and the theatre.

The 1939 article, with few exceptions, will carry a narrative hook, flashbacks, denouement, and snappy dialogue or quotations to step up the tempo.

While the feature writer of the future must compete with the fictionist in literary skill, there is an advantage in this trend. Fictionists and fact writers will be able to switch from one field to the other with less difficulty than in previous periods. Thus, seeming competition may have its merits.



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## LOOK FOR THE RED CIRCLE on the COVER

## IS THE MILLION-WORDER EXTINCT?

Is the million-word-a-year man extinct?

*The American Mercury*, in a rather amusing article by Fletcher Pratt, declares that he is. THE AUTHOR & JOURNALIST doubts the accuracy of this conclusion. It would welcome reports from readers who are in the million-words-a-year class, or who have definite statistics concerning such writers.

First—to quote from the article mentioned:

When the gnome-like Colonel Frederick Van Rensselaer Dey shot himself in the air-shaft room of a cheap New York hotel some sixteen years ago, he instituted for the second time in his life a literary movement. He had been the first of the pulp writers whose 1,000,000 words a year were devoured by 100,000 readers a month; he was now the first to discover that the nervous system of the human body cannot stand the racket of such production. And more recently since the coming of the picture magazines . . . it has become clear that the public will no longer stand the racket of such consumption. So the million-word-a-year man has joined the long list of vanishing Americans.

A composite picture of the typical million-word-a-year man in action was about like the following: he usually typed all his stuff, writing automatically, "in the groove." His typewriter was electric.

Everything around the typical million-worder was geared for efficiency. His swivel chair was mounted on a track on which he could slide up and down in front of the long table that served as a desk. Directly over the typewriter was a rosewood music rack; swinging completely around in his chair, he could run his hands along the cold-steel face of a row of filing cabinets, pull open a drawer, find the subject he wanted, yank out a book, a magazine, or a newspaper clipping, and with these propped up on the music rack for reference, go to work again.

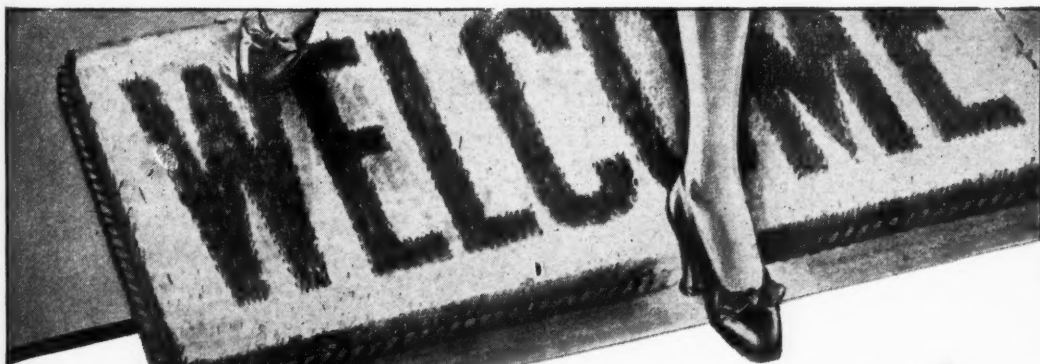
With these aids to industry, the million-worder re-

duced the art of fiction to a business of production. He kept his fingers flying over the keyboard until he would stop suddenly in the midst of page thirty, space six spaces, and write: The End. Then he would fasten the pages with a paper clip and forget them. He seldom read over what he had written, and would be pleasantly surprised if a reader complimented him on a particularly smashing passage. Finished, the story became a mere entry in his card-index file.

All this activity naturally kept the million-worder in a state of high emotional tension, and at the same time denied him not only the anodynes he provided others but also almost all the ordinary recreations of humanity.

After the first year or so of continual driving, the vein of original invention which brought him into the big-money class was normally worked out; the process of writing had become wholly mechanical, a question of what standard story-incidents to fit together and attach to the house characters about whom he was writing. The nerve-strain was such that he had to make it a mechanical process or break, like Dey or that other million-worder who shot his wife. He was often intelligent enough to be aware of this and to find \$100,000 a year unsatisfactory pay when earned under a house name.

The million-worder finally hit the chutes. He received the first push slightly over two years ago when the picture-tabloid *Life* came to the newsstands; the second, and fatal, shove was the recession. That downward sweep of business took toll of magazines generally, but the pulps were hardest hit of all. In the effort to recover from the combined effect of recession and the triumph of the photograph, two distinct tendencies among the pulps at once became visible; both were fatal to the million-worder. The magazines on one side of the fence . . . sought the extension of the market by improving the quality of the magazine, putting up rates to the point where they would attract writers who had hitherto heard only the call of the slicks, and dismissing the million-word man as an incompetent. When



We always have a light in our window and place our thickest mat at our door to welcome true talent, whether it be recognized or just new-born.

Our extensive roster of magazines makes it almost a certainty that your brain-children will find a home with us. Why not make us prove our words? Send us your next story.

Dell tempts the meritorious writer with  
(1) Quick reading (2) Top rates (3) Payment upon acceptance.

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Modern Screen  
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Popular Comics  
The Funnies  
Strange Romances  
The Comics

Modern Romances  
Front Page Detective  
Screen Romances  
Horoscope  
Western Romances  
Sweetheart Stories  
Ballyhoo  
Film Fun  
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they did buy a story from him, it was only because his name still commanded a certain circulation value; but the story was entirely rewritten by bright youngsters in the office. On the other wing were the pulps who, regarding declining revenues as a straight proposition in accountancy, met it by cutting expenses. "The spread of the half-cent rate has become the most important news in the business," declared one trade journal mournfully. The million-worder's fate was sealed when the half-cent pulps discovered that stories bought at this rate from cub reporters and boys just out of college were as true to the formula and rather fresher in approach than those from the old masters. Thus the million-word man committed hara-kiri by efficiency; ruined his own business by formalizing and formularizing it until anybody could do it.

Today the million-worder is washed up completely, except for the few of his numbers who have escaped into the slicks, and the still fewer who have invested their vast earnings in annuities or gilt-edged bonds. The rest, who in the confidence that the river of gold would never dry up, spent it as fast as it flowed, still pound in futile fury at the electric typewriters that work with as little effort as their minds; but the manuscripts come flying back regularly. The million-word-a-year man has joined the horse-and-buggy in the American limbo.

THE AUTHOR & JOURNALIST queried a few editors as to their reactions to the article from which these quotations are made. To date, only one reply has been received—from Fanny Ellsworth, editor of *Ranch Romances* and *Black Mask*. We quote from her comment:

"What Mr. Pratt has to say about the history of the wood pulps seems to me pretty accurate. I do think, however, that from reading his article the casual reader would suppose that there were many more million-word-a-year men than ever existed. Also, I seriously doubt that any of them ever took in \$100,000 a year from wood-pulp stories. Certainly the bulk of wood pulp writers have never been million-word-a-year men. Writing is such an individual business and writers work so differently, one from another, that generalization always seems to me to be a dangerous matter.

## Street and Smith

Welcomes contributions  
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New York City

"Here at Warner Publications we have only two wood pulps, and we can therefore be pretty selective in regard to the material we buy. Some of the big producers can give us the sort of stories we want, and some can't. Others, with their time probably sufficiently engaged with other markets, have never tried.

"We have never used house characters or house names, and so perhaps I am not the editor best fitted to speak on the subject of million-word-a-year men in the wood-pulp business."

For ourselves, we question several assertions in the article, but as Miss Ellsworth observes, generalizations always are dangerous. We therefore state our opinions with the frank admission that they are merely opinions, and leave it to readers to supply data if they have it available.

1. We believe that there are *more* pulp writers now turning out in the neighborhood of a million words of salable material a year than there were a decade ago. The reason we may hear less about them is that they are taken for granted. Will pulp writers whose output tends to confirm this belief send us their production figures?

2. We agree with Miss Ellsworth that \$100,000 a year is more than the pulp writer ever thought of earning. A million words at a cent a word is \$10,000. At five cents a word, practically the top rate paid in the halcyon days of pulp rates, it is \$50,000. The million-worder's average was somewhere between these two figures, probably nearer the bottom than the top.

3. The influx of picture magazines may have helped to make the sledding tough for pulp magazines, but this is reflected rather in their mortality and in their word rates than in the reduction of demand. Right now, there are as many magazines on the stands as in the best days of pulp publishing. They use as much material as formerly, even though they pay less for it in the aggregate.

With some of Mr. Pratt's statements we are in partial agreement.

1. It is true that the pulp editors have met the competition in two ways—either by demanding and paying for better-written stories or by cutting rates. However, it is also true, we think, that the million-word writers continue to supply much of this better-quality material, while "cub reporters and boys just out of college" are more likely to be found in the half-cent books.

2. It is quite probable, as Mr. Pratt suggests, that turning out a million words a year tends to burn a writer out. But that is a matter of temperament. Some do break under the strain and become nervous wrecks, while others keep on year after year, with little sign of breaking.

Let's hear a few comments from readers—especially actual production figures which indicate whether or not the million-word-a-year man is "in the American limbo."

□ □ □ □

"Immortality for Harry Sinclair Drago, Carmony Gove, Ed Earl Repp, and Norman Fox! For these writers were represented in the September issue of *Complete Western Book*, which was the only Western pulp magazine to be included in the "time capsule" buried at the New York World's Fair, and said capsule will not be disinterred for something like 5000 years," writes Robert O. Erisman, editor of Newsstand Publications, Inc. Pulps in other fields from other publishing houses also were included, according to our understanding. Wouldn't it be interesting to view the bewildered reactions of our descendants in the year 6939, when they read of the exploits of Six-Gun Pete and similar pulp heroes of the current era?



## SCIENCE AND INVENTION OPEN NEW FIELDS FOR WRITERS

By JOHN T. BARTLETT

Co-Publisher, *The Author & Journalist*

THE inventor is the writer's best friend. He discovered and perfected the printing process, making books and magazines possible, and creating a market for literary service which has been growing, subject to occasional depression set-backs, ever since. Of course, the inventor also made much of that growth possible, with his thousands of labor-saving devices, producing civilization on a fantastic scale.

Science and Invention are patron saints of the literary profession. In 1939, television enters the commercial stage. Immediately it is a new market for literary service. This year the pay-off to writers will be comparatively small; but who can doubt that, in a future close at hand, television will call for great numbers of plays, skits, gags, and other manuscripts?

Crackpot economists may bewail the sweep of man's inventive genius, but not the sensible professional writer. The latter, thinking for the moment in terms of self-interest, notes the great radio industry, with its hundreds of literary workers (continuity writers, news reporters and commentators, copy-writers). This literary field has reached such importance that *The Author & Journalist* will publish a series of articles on it, by a specialist, in coming months.

The practical writer notes, too, the great motion-picture industry, paying millions each year to writers. This is a big-money field. Many interesting episodes occur in the A. & J. office, but one of the most exciting last year was the nonchalant announcement of an A. & J. reader that he had just sold an unpublished novel to Hollywood for \$15,000 (Forbes Parkhill's "Stand Up and Fight.") This ex-reporter is in favor of technological advances!

Each new literary field, as television, radio, talking pictures, may compete to some extent with the printed page, but largely, experience shows, creates a new place for itself. A. & J. observation, with which we think most readers will agree, is that the movie-addict or radio fan buys as many newspapers, magazines, and books as in former days; he is simply more selective as he reads. He considers *The Saturday Evening Post* well worth the money though he reads little of the fiction (like this writer) and not more than one article in three. That's the principle. With broad regard for the future of their profession, writers can view hopefully many aspects of the present scene.

The Kiplinger Letter, mailed to business executives from Washington, the King-Hall Letter, sent weekly from London all over the world, and various other news-letters now going to specialized groups, are more than an interesting revival of a Seventeenth century practice. They are a specific type of periodical which, in future, may offer considerable employment to writers.

The current great interest in photography illustrates how a developing civilization constantly creates new markets for writers. Besides numerous publications for photographers, there are at least three magazines for photographic retailers, all established within the past few months, and all buyers of literary material.

The world knows now that *Look*, which was conceived before *Life*, was a product of scientific sampling of reader-opinion by Dr. George H. Gallup, whose skill in forecasting national elections has made him famous. As an Iowa research specialist, Gallup carried out surveys for the Des Moines *Register-Tri-*

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## AUTHORS

### Are You Missing a Good Bet?

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You've been selling westerns, detectives, adventure yarns, because you've got the ability to write that kind of pulp fiction. You've plugged like demons at every first rate market, and you pride yourselves on being alert to opportunity. Here's a new market. It'll be better than your regular fields ever were. It's *excellent* NOW! It pays good rates, on acceptance, with fast reports, and high percentage of sales. The regulars now in the field are selling 90% of everything they write. That market is **SCIENCE FICTION**.

You can't write it, you say? You aren't a scientist? BUNK! As the leading magazine in the field, **AMAZING STORIES** has proven that mistaken idea sheer misconception. You can write top-notch science fiction just as easy as you can write a western. Just read a copy and get the slant.

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**AMAZING STORIES** pays 1c and up, promptly on acceptance, and with immediate report. *In addition*, we pay a \$50.00 bonus *each month*, to the author of the best story of the issue, as determined by reader votes—and *how* they vote! **FANTASTIC ADVENTURES**, our newest science fiction book, pays the same rates, with \$75.00 for first prize each month, and \$25.00 for second. *Three* out of 14 stories each month win additional awards, plus our already excellent rates. The editors will be glad to correspond with authors, giving opinions on plots, ideas, etc. We'll be glad to help.

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**ZIFF-DAVIS PUBLISHING COMPANY, 608 S. DEARBORN, CHICAGO. Publishers of: AMAZING STORIES, FANTASTIC ADVENTURES, POPULAR PHOTOGRAPHY, RADIO NEWS, and POPULAR AVIATION.**

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bune, discovered that, of all material published in the newspaper, picture features were, by a sensational margin, the most popular. His employers immediately adjusted management policies to the discovery, and circulation swiftly rose.

So they planned *Look*. All A. & J. readers know the extraordinary success of this publication.

Despite statements that pic-magazine circulation is lured from other periodicals, even the most casual observation determines that most such readers either never have bought other magazines or purchase the picture magazine in addition to their old favorites.

If scientific study of reader-traits could create *Look*, why shouldn't application of the principle discover other new publishing formulas? Dr. Gallup has perfected a technique which is comparatively inexpensive, inasmuch as a small, but scientific, sample yields facts for a vastly larger whole. It seems logical that publishers should not long be content with the judgment, never better than approximate, of editors and staff readers. Who doubts but that there are fiction taboos widely respected which surveys would show are now unnecessary? and that there are probably new taboos which should be set up?

Why should a great magazine, having published

half a dozen serials and short stories exploiting public interest in a certain subject or locale, run a final piece doomed to failure because popular interest has swung away? This sort of thing is continually occurring under the present system of personal judgment. A scientific poll, using Gallup's technique, would discover the changed condition in advance—as well as the new type of story the public wanted.

Writers prosper only as publishers do. American business is already finding numerous ways to introduce and capitalize the scientific measurement of tastes, prejudices, opinions, even other factors affecting sales. As publishers widely adopt the same principle, we may expect the number and diversity of publications to grow, profits to increase, and demand—and rates—for literary material to soar.

Our future as writers demands something more in 1939 than Science and Invention, great as they are. We need also Democracy, a social, political and economic system which, with its spur to free enterprise, brings maximum opportunities to writers. Contemplating the plight of writers under gag-rule in dictator countries, we are thankful for the "American Way"—and more than ever determined to do our part to maintain it.

## SHORTER NOVELS—BETTER WRITING

By **WALTER N. DES MARAIS**

Author: "Making Manuscripts Salable," "Fiction Technique Simplified," etc.

**S**ITUATED as I am in the middle West I have a perspective that has helped me quite a bit in discovering new magazine trends. This analysis is based upon my own survey of readers (a monthly personal talk with magazine buyers to see what they want of a magazine) from tips from personal writer friends, and from regular market sources.

### Do you write detective stories?

#### BLACK MASK

offers you quick action—a quick reading of your Mss. and a cheque immediately on acceptance. New authors welcomed. Published monthly, *Black Mask* is a detective story magazine of high excellence and pronounced character. Get a copy today and study it. If you have written, or can write, a story which you feel "fits in," send it to us. It will receive our best attention.

### Western stories?

#### RANCH ROMANCES

also offers you quick reading and cheque on acceptance. Published every two weeks, *Ranch Romances* is a magazine of romantic Western stories. Its standards are high and its needs definite. Study it carefully: if you have the ability to produce what it wants, you will find *Ranch Romances* an excellent, dependable market. And what's more, a profitable market.

The address of both magazines is

**515 Madison Ave. New York, N. Y.**

*The Novel* will be a bit shorter this year. In fact, the author may expect an increased demand for novels in 35,000 word lengths. The average reader can read this length at a single short sitting or just before going to bed. It is short enough to relax the reader and not too long to wear him out. Readers tell me that nothing is so provoking as to be forced either to read into the early morning hours or else put the book aside half finished. While a few longer length books—in the 100,000-word group—will be in demand, by far the greater demand will be for the shorter novels and in paper backs. There will be a trend toward the old dime novel type of yarn. In the juveniles the old standby adventures will be favored, with a demand for the old Alger and Merriwell types. The circulating book-length novel of 60,000 words will begin to be supplanted by a better grade of fiction as the reading public is fast becoming educated.

Magazines will be "retrenching" for about six months of the year in an attempt to feel out the market. As soon as there is an upswing in business—watch stock shares—you may expect an upswing in publications—new magazines and increased word rates in the old books. I look for publishers to increase the newsstand prices on their magazines. Confessions will be a bit more sensational and in fiction we may expect a flood of war magazines and perhaps a few peace magazines. Propaganda will be played to the utmost and those who get on the bandwagon now will find markets ready for their material. The exposé article field will have a better time of it. Sex markets will be slowly but surely backed out of the field, due chiefly to the fact that writers are getting tired of writing without pay.

From all indications, this year will be the best buying year for a long time. Magazines have used up most of the stuff purchased before the last crack-up and with inventory complete there should be a flurry that will increase buying and word rates. With the increased public education the grade of writing must improve as well—thus the writer will have to stay ahead of his public and give them what they must have—intelligent stories and articles.

# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

## FOR LITERARY WORKERS — PUBLISHED QUARTERLY

The Handy Market List offers, in brief, convenient form, the information of importance to writers concerning periodical markets. Constant vigilance is exercised to keep this quarterly list accurate and up-to-date; it is appreciated when readers call our attention to errors or omissions. The magazines are grouped under classifications designed to assist the writer in locating the markets for specific types of material. A few abbreviations are employed. M-20 means monthly, 20 cents a copy; 2-M, twice monthly; W, weekly; Q, quarterly. Figures indicate preferred word limits. "Acc." indicates payment on acceptance or shortly after; "Pub." indicates payment shortly before or after publication. When specific word rates are not given, "first-class rates" indicates a general average around 5 cents a word or better; "good rates," around 1 cent a word; "fair rates," around 1/2 cent a word. The parenthetical statement following title of magazine indicates the banner or name of publishing house; "S. & S." stands for Street & Smith; "Macfadden" for Macfadden Publishing Co., etc. The notation "Slow" or "Unsatisfactory" is a warning that delays or non-payment for material have been reported by contributors. It should be obvious that The Author & Journalist can assume no responsibility for the periodicals here listed, but merely publishes the available information for the guidance of readers. Submitted manuscripts should always be accompanied by return postage—preferably by stamped, addressed return envelopes—and copies should be retained as insurance against loss.

### MARCH, 1939

#### A—GENERAL LIST

##### STANDARD PERIODICALS

##### NATIONAL MAGAZINES—WIDE POPULAR APPEAL

**American Magazine, The**, (Crowell) 250 Park Ave., New York. (M-20) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000; "Vignettes" under 500. Articles usually arranged for or staff-written. Summer N. Blossom; Albert Benjamin, fiction Ed. First-class rates, Acc.

**Canadian Magazine**, 347 Adelaide St., W., Toronto, Canada. (M-15) Articles, Canadian topics up to 3000, short-stories up to 5000; photos. Joseph Lister Rutledge. Up to 1c, Pub.

**Collier's**, (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short short-stories. Wm. L. Cheney. First-class rates, Acc.

**Cosmopolitan Magazine**, (Hearst) 959 8th Ave., New York. (M-25) Outstanding short-stories 5000-7000; short shorts 1000-2000; novelettes 10,000-20,000; serials 50,000-60,000; book-length novels and non-fiction features. Articles of cosmopolitan interest 2000-4000. Harry Payne Burton. First-class rates, Acc.

**Liberty**, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; serials about 42,000; timely human-interest articles. Fulton Oursler. First-class rates, Acc.

**Maclean's**, (Maclean) 481 University Ave., Toronto, Canada. (2M-5) Short-stories, Canadian interest—love, romance, sea, mystery, adventure, outdoor, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore. 1c up, Acc.

**Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, novelettes, feature articles. Edwin Balmer. First-class rates, Acc.

**Saturday Evening Post, The**, (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 4000-6000; serials up to 90,000; lyric and humorous verse; skits, cartoons. Wesley Winans Stout. First-class rates, Acc.

**This Week**, (United Newspaper Mag. Corp.) 420 Lexington Ave., New York. (W) Adventure; romantic; mystery short-stories 1500-4000; short illustrated articles on popular science, adventure, sports personalities, inspirational, human essays, 1000-2000; fillers 200-800; cartoons. Mrs. William Brown Meloney. First-class rates, Acc.

**Toronto Star Weekly, The**, 80 King St., Toronto, Canada. (W-10) Feature articles, Canadian and general appeal, 25,000-3000, with photos; short-stories of general interest; love, mystery, sport, adventure themes 2000-5000; novels about 51,000; serials 12-15,000 (1st installment 5-7000, rest 3-3500); short shorts 200-2000. A. H. Newman, fiction Ed.; H. C. Clarke, article Ed. Varying rates, Acc.

##### LITERARY—CULTURAL—INFORMATIVE

**American Mercury, The**, 570 Lexington Ave., New York. (M-25) Reviews, comments, essays; serious and political articles, short-stories, up to 3000; verse. Eugene Lyons. 3c up, Acc.

**American Review, The**, 231 W. 58th St., New York. (M-25) Reviews, articles, comment. Prefers query. Seward Collins. 1c, Pub. (Slow reports.)

**American Scholar, The**, (Phi Beta Kappa) 12 E. 44th St., New York. (Q-50) Scholarly, non-technical articles, essays, about 3000; brief accounts of scholarly scientific projects; poems. Wm. Allison Shimer. About \$4 printed page, shortly after Acc.

**Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Edward Weeks. Good rates, Acc.

**Contrast**, 1445 W. Jackson Blvd., Chicago. (M-25) Articles 2000, short-stories, verse, preferably by new authors. Gerda Grimm. 4c up, Pub.

**Coronet**, (Esquire-Coronet, Inc.) 919 N. Michigan Ave., Chicago. (M-35) High-calibre short-stories, articles on lively subjects appealing to intelligent audience; satirical sketches, lengths 1500-3000, also 375 or 875. Fillers, humorous, anecdotal, grammatical, 100-275; short verse; artistic photos. Arnold Gingrich. \$100 up per story or article, fillers less, Acc. (Overstocked.)

**Current Digest**, 152 W. 42nd St., New York. (M) Reprint, also original non-fiction articles 1500-2000. Mary Theresa Grounch. 1/2 to 1c, Acc.

**Direction**, 112 E. 19th St., New York. (M-25) Significant articles, short-stories 1000-2000; with progressive point of view. M. Tiader Harris. W. L. River, John Hyde Preston. 1c, Pub.

**Fortune**, Time & Life Bldg., New York. (M-51) Articles with industrial tie-up. 95% staff-written. Some source material purchased. Russell W. Davenport, Mng. Ed.

**Forum**, 570 Lexington Ave., New York. (M-35) Challenging, controversial, personal-problem, articles up to 3000; humor and freshness desirable, verse. Henry Goddard Leach. Indefinite rates, Acc. (Overstocked.)

**Free America**, 112 E. 19th St., New York. (M-15) Political-economic, agrarian, distributist articles. Richard Merrifield. 2c, Pub.

**Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000-7000; serials up to 60,000; verse. Lee F. Hartman. First-class rates, Acc.

**North American Review**, The, 420 Madison Ave., New York. (Q-51) Short-stories 6000-8000; articles, essays, poetry. 2c, Pub.

**Reader's Digest**, Pleasantville, N. Y. (M-25) Digests of published articles; buys some outstanding original articles. Good rates, Acc.

**Scribner's Magazine**, 570 Lexington Ave., New York. (M-25) Objective, incisive articles examining people and phenomena influencing American life, 3000-5000; personal experiences of interesting Americans 500-1500, amateur and professional photography depicting American life; short novels 10-25,000. Harlan Logan. Good rates, Acc.

**Southern Review**, Louisiana State Univ., University, La. (Q-75) Articles on literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.

**Story**, 432 4th Ave., New York. (Bi-M-40) Distinctive short-stories, "novellas." Whit Burnett, Martha Foley. Moderate rates, Pub.

**Virginia Quarterly Review**, 1 West Range, Charlottesville, Va. (Q-75) Exceptional literary, scientific, political essays 3000-5000; little verse. Lawrence Lee. Indefinite rates.

**Yale Review**, Box 1729, New Haven, Conn. (Q-51) Articles on current political, literary, scientific, art subjects 5000-6000. Willbur Cross. Good rates, Pub.

##### REVIEWS—NEWS INTERPRETATION

**Christian Century, The**, 440 S. Dearborn St., Chicago. (W-15) Articles on economic and social topics. Indefinite rates.

**Commentator, The**, 101 Park Ave., New York. (M-25) Feature articles based on current news, 400-1800; fillers, occasional humor. Lowell Thomas, Ed.; Hawthorne Daniel, Mng. Ed. Good rates, Acc.

**Current History**, 63 Park Row, New York. (M-25) Articles on current political, industrial, economic, sociological trends, foreign affairs, personalities, national and international, 2000-3000. Photos, cartoons. M. E. Tracy. 2c, Pub.

**Events**, 1133 Broadway, New York. (M-25) Articles by authorities discussing world affairs, 2500-3500. Spencer Brodney. Rates not stated.

**Ken**, (Esquire-Coronet) 919 N. Michigan Ave., Chicago. (W-25) Thrilling, stimulating "inside" stories up to 5000. Arnold Gingrich. \$100 to \$1000, Acc.

**Nation, The**, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. 1 1/2c, Pub.

**New Masses**, 31 E. 27th St., New York. (W-15) Economic, sociological articles, progressive, anti-fascist; proletarian short-stories, sketches, poems, cartoons. No payment.

**New Republic, The**, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; short-stories 1500; exceptional verse. Bruce Bliven. 2c, Acc.

##### SOPHISTICATED

**Bandwagon**, "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires of southwestern flavor, 1000-1500; short verse; photos, cartoons, cartoon ideas. Martin Iffelin. 4c up, 10 days after Pub. Photos \$2 up.

**College Humor**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.



**Cue**, 6 E. 39th St., New York. (W-10) Articles up to 1200 concerned with New York metropolitan and suburban activities, personalities, entertainment. Drawings, photos, occasional witty or satirical verse. Fillmore Hyde. Up to 5c, Acc.

**D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Not in the market at present. Chas. A. Hughes.

**Esquire**, (Esquire-Coronet) 919 N. Michigan Ave., Chicago. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-3000; cartoons, cartoon ideas. (No women writers.) Arnold Gingrich. 3c to 10c, Acc. (Overstocked.)

**For Men**, (Country Press) 1501 Broadway, New York. (M-25) Short, gusty articles with strong male appeal, some fiction, 2000-2500; fillers, gags, cartoons, cartoon ideas. Fred J. Feldkamp. Liberal rates, Acc.

**Gay Book**, 201 N. Broad St., Philadelphia. (M-25) Humorous, sophisticated short-stories 1500-2000, sex slant; verse 4-24 lines; jokes, skits, cartoon ideas, cartoons, photos. Wm. H. Kolod. 3/4c to 1c, Acc.

**Go, The Magazine of Washington Life**, 1624 H St., N.W., Washington, D. C. (2-M) Gay, humorous sketches, articles, Washington background, up to 2000. Art work, cartoons, local photos. Jay Randolph. 2c, Pub.

**Mr.**, 149 Madison Ave., New York. (Q-25) Light sensational articles, short-stories 2000-3000. Norman Anthony. Indefinite rates, Acc.

**Mrs.**, 149 Madison Ave., New York. (Q-25) Humorous, sophisticated miscellany of interest to women. Rates not at hand.

**New Yorker**, The, 25 W. 43rd St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; cartoons, cartoon ideas. Good rates, Acc.

**Night Life**, 49 W. 45th St., New York. (M-15) Articles, short-stories, editorials, miscellany devoted to smart, sophisticated night-life entertainment and society. Alfred B. Stenzel. Indefinite rates, Pub.

**Pastime**, 11 W. 42nd St., New York. (W-10) Features, articles, on human foibles, 1500; pastime features, N. Y. only; verse, cartoons, photos. J. R. Young. 1 to 3c, Pub.

**Promenade**, 19 E. 47th St., New York. (M) Diverting short-stories 1500-2000; cartoons. Letitia Chaffee. 1 1/2c up, Pub.

**Saturday Night**, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. 3/4 to 1c, photos \$2-\$3, Pub.

**Spur**, The, 515 Madison Ave., New York. (M-50) Illustrated articles on sport, travel, art, personalities, leisure interests of the well-to-do, up to 2000, usually on assignment. Arthur Edwin Krows. Average, 2c, Pub.

**10 Story Book**, (Sun Pubs.) 529 S. Clark St., Chicago. (M-25) Iconoclastic, unusual, bizarre, short-stories up to 5000. Harry Stephen Keeler. Fair rates, Acc.

#### SPECIALIZED FIELDS

**Better Understanding**, P. O. Box 87, Riverside, Calif. (M-10) Short-stories, articles, humor, poetry, jokes, with a hard-of-hearing slant, up to 1200. Harvey Foreman. 3/4c, poetry 10c line, jokes 25c, Acc.

**Collegiate Digest**, 323 Fawkes Bldg., Minneapolis, Minn. (W-5) Articles on college subjects 500; photos. Frederick J. Noer. Varying rates, photos \$3, Acc.

**Fair Winds**, 173 Fiske Ave., Westerleigh, S.I., N.Y. (Q-25) Authentic stories of old sailing ships and sailors, harbor views, log books, etc. W. M. Williamson. 3/4c, Pub.

**Leatherneck**, Marine Barracks, 8th and I Sts., Washington, D. C. (M-25) Marine corps adventure short-stories, 3000-6000. Frank H. Rentfrow. 1c, (\$50 maximum), Acc.

**Our Army**, 11 Park Place, New York, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World-War fiction); jokes; cartoons; regular army background. Carl Gardner. Up to 3/4c, Pub.

**Our Dumb Animals**, 180 Longwood Ave., Boston, Mass. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, fillers, up to 500; verse up to 24 lines, photos. Guy Richardson. 3/4c up, poems \$1 up, Acc.

**Our Navy**, 1 Hanson Pl., Brooklyn, N. Y. (2M-25) Articles on modern naval subjects 2000-4000; action naval short-stories; photos. Varying rates, Pub.

**Railroad Magazine**, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background, including electric lines and trolley cars, 1500-14,000. Railroad poetry, masculine appeal, no wrecks. Query on fact articles. Freeman H. Hubbard. 1 1/4c up, verse 25c line, Acc.

**Win**, 2 W. 46th St., New York. (M-25) Short-stories of strive-and-win nature, romance, American setting; contest material. Reuben Donnelly. \$100 per long story, short shorts less, Acc. Largely devoted to various prize contests.

#### REGIONAL

**Arcadian Life**, Caddo Gap, Ark. (Bi-M-15) Short folklore material, especially pertaining to Ozark region. Short pastoral poems. O. E. Rayburn. 3/4c up, Pub. Verse, prizes only.

**Beaver**, The, Hudson's Bay Co., Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500, illustrations essential. Alice MacKay. 1 to 1 1/4c, Pub.

**Coast**, The, 130 Bush St., San Francisco. (M-15) Short-stories 1500-2000, preferably West coast background and authorship; articles on West Coast subjects up to 3500; cartoons, cartoon ideas, photos. Innes Bromfield, Edw. Bosley. \$25 up per article, cartoons \$7.50, photo series \$20 up, Pub.

**Desert Magazine**, The, El Centro, Calif. (M-25) Illustrated feature articles from the desert Southwest; hobbies, history, mining, desert homes and gardens, Indians, recreation, personalities, travel, etc., marked human-interest slant. Desert pictures. Randall Henderson. 1c, photos \$1 to \$3, Acc.

**New Mexico Magazine**, Santa Fe, N. M. (M-15) Illustrated authentic articles on life, scenic attractions or out-of-doors New Mexico; rarely short-stories of New Mexico scene. George Fitzpatrick. \$10 to \$15 per article, Pub. Verse, no payment.

**Overland Monthly and Outwest Magazine**, 305 Douglas Bldg., Los Angeles. (M-25) Western interest articles, short-stories, verse. Arthur H. Chamberlain. Indefinite rates.

**Philippine Magazine**, 217 Dasmarinas St., Manila, P. I. (M-20) Articles, essays, short-stories 1500-3000 on Philippine, Far Eastern subjects; verse. A. V. H. Hartendorp. 1c up, Pub.

**Yankee**, Dublin, N. H. (M-25) Short-stories up to 2500, articles, essays, 1200-2500; fillers, photos, all of Yankee flavor. Robt Sagendorph. 1c, Acc. or Pub.

#### FRATERNAL-SECTARIAN-RACIAL

**America**, 329 W. 108th St., New York. (W-10) Articles on topics of current interest affecting Catholics, factual, reasoned, constructive, up to 1800; short modern verse. Rev. Francis Talbot, S.J. \$25 per 2-page article, Pub.

**American Hebrew**, The, 48 W. 48th St., New York. (W-15) Articles on Jewish affairs, problems; short-stories, Jewish background, American scene. Joseph Biben. 3/4c up, photos \$1 up, Pub.

**Christian Science Monitor**, 1 Norway St., Boston. (D-3) Articles, essays, for editorial, forum, and department pages, up to 1200; poems; juvenile serials, not over 12 installments 1200 each. Magazine articles up to 1900. Average, \$7 column, Acc.

**Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500-3500; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.

**Commonweal**, The, 386 4th Ave., New York. (W) Catholic review. Timely articles on literature, arts, public affairs up to 2500; verse up to 16 lines. Philip Burnham, Edw. Skilling, Jr. 3/4c, verse 40c line, Pub.

**Elks Magazine**, 50 E. 42d St., New York. (M-20) Adventure, romance, Western, mystery, historic short-stories; articles on up-to-date subjects, 5000; cartoons. Coles Phillips. \$100 to \$500, Acc.

**Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000-2000; Isaac Rosen-garten, \$3 M., poems \$1 up, Pub. (Unsatisfactory.)

**Menorah Journal**, The, 63 5th Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

**National Jewish Monthly**, The, 1003 K St., N.W., Washington, D. C. (M-15) Short-stories, articles, essays, Jewish interest, 1000-3000. Edward J. Grusd. 1c, Pub.

**Opinion**, 122 E. 42nd St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. Dr. Stephen S. Wise. 1c, Pub.

**Opportunity**, A Journal of Negro Life, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter, Ed., Edward Lawson, Mng. Ed. No payment.

**Rotarian**, The, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case. First-class rates, Acc.

#### WOMEN'S AND HOME MAGAZINES

#### NATIONAL-WIDE APPEAL

**Canadian Home Journal**, 71 Richmond St., W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women 2500. W. Dawson. Good rates, Acc.

**Chatelaine**, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of love, married-life problems, parental problems, mystery, adventure, 3500-5000; short serials. Articles, Canadian woman interest, up to 2000. Byrnie Hope Sanders. 1c up, Acc.

**Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Young love short-stories up to 5000; serials. Feature articles, verse. W. F. Bigelow. 5c up, Acc.

**Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases; love, domestic topics; short-stories. George Davis. Good rates, Acc.

**Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-20) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000. Nelson Antrim Crawford. 2c up, verse 50c line, Acc.

**Ladies' Home Journal**, (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.

**Mademoiselle**, (S. & S.) 1 E. 57th St., New York. (M-25) Short-stories of smart young women, age 17 to 30, 1500-3000; articles up to 2500; light, brisk, personality sketches; cartoon Betsy Talbot Blackwell. 2c, \$50 per short-story, Acc.

**Mayfair**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins. 1c, Pub.

**McCall's Magazine**, (McCall) 230 Park Ave., New York. (M-10) Serials, complete novels, short-stories, short-short articles (850 wds.) Otis L. Wiese. First-class rates, Acc.

**Vogue**, Incorporating Vanity Fair, (Conde Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, foibles, etc., 1500-2000; photos. No poetry, no fiction. Edna W. Chase. Good rates, Acc.

**Woman's Home Companion**, (Crowell) 250 Park Ave., New York. (M-10) Women's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

**Woman's World**, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-4000; short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)



## FAMILY—SPECIALIZED—RURAL

**American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.

**Canadian Countryman**, 198 Richmond St., W., Toronto, Canada. (W) Love, adventure short-stories 3-4000. Daniel McKee. Varying rates, Pub.

**Family Herald and Weekly Star**, P. O. Box 4005, Place d'Armes Postal Station, Montreal, Quebec, Canada. (W-5) Short-stories. A. E. Whiting. \$4 column, Pub.

**Fan Fare**, 200 Rush St., San Francisco, Calif. (Bi-W-free) Short-stories 1000-4000; feature articles of interest to women up to 4000. Irving H. Marcus. 1/4 to 1/2c, Pub.

**Fernier's Wife Magazine**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; general features; short-stories especially for young women, 4000-5000; serials about 35,000, verse, cartoons. F. W. Beckman. 2c up, Acc.

**For People Everywhere**, 122 E. 42nd St., New York. (M) Family short short-stories up to 1500. 1c, Acc.

**Glamour**, (Conde Nast) 420 Lexington Ave., New York. (M) Articles on Hollywood and fashions, usually staff prepared.

**Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$2, Acc.

**Holland's, The Magazine of the South**, Main and 2d Sts., Dallas, Tex. (M-10) Articles of interest to Southern women 1000-1500; love, outdoor, domestic short-stories 4000-5000; serials 60,000-80,000; verse. Claude Wier. 1 1/2c up, photos \$2 up, Acc.

**Home Friend**, The, 549 W. Randolph St., Chicago. (M-5) Not in the market. F. J. Cummings.

**Independent Women**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic matters, business and professional women's problems, 1200-2000. Verse 2-5 stanzas, jokes, art work. Winifred Willson. \$10-\$35 per article, verse \$2-\$3, 1/2c, Pub.

**Mothers Home Life**, Winona, Minn. (M-5) Short-stories of interest to small-town and country families, 2500-3000, articles 500-1000. D. Leicht. Low rates, Pub.

**National Home Monthly**, (Home Pub Co.) Rannatnye and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; short-stories, 3500-6000; novelettes, serials 40,000-60,000; verse. L. E. Brownell. Good rates, Acc.

**Parents' Magazine**, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, homemaking, etc. 2000-2500. Clara Savage Littledale. 1 to 1 1/2c, Acc.; jokes, recipes, childhood and teen-age problems, \$1 each, Pub.

## ALL-FICTION OR "PULP" MAGAZINES

## GENERAL ADVENTURE

**Action Stories**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Adventure short-stories, novelettes, novels. Malcolm Reiss. 1c up, Acc.

**Adventure**, (Popular) 205 E. 42nd St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield. 1 1/2c up, fillers 1c, Acc.

**Adventure Novels and Short Stories**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Western, adventure, detective short-stories, novelettes, up to 30,000. Cliff Campbell. 1/4 to 1 1/2c, Pub.

**Argosy**, (Munsey) 280 Broadway, New York. (W-10) Good fiction, every variety, sound characters, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-25,000; serials up to 75,000 (installments 10,000-11,000). Chandler Whipple. Good rates, Acc.

**Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes, serials. Real-experience contests. Donald Kennicot. Good rates, Acc.

**Dee Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure short-stories up to 6000, American heroes, any locale. John L. Nanovic. 1c up, Acc.

**Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery novels 18,000-20,000, love interest. F. A. McChesney. 1 1/2c, Acc.

**Golden Fleece**, (Sun Pubs.) 538 S. Clark St., Chicago. (M-20) Historical adventure short-stories 2500-7000; novels up to 24,000; unusual historical fact fillers up to 200. A. J. Gontier, Jr., C. G. Williams. 1c up, Acc.

**Jungle Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Adventure short-stories, novelettes of the African jungles. Malcolm Reiss. 1c up, Acc.

**Short Stories**, 9 Rockefeller Plaza, New York. (2-M-25) Adventure, mystery, outdoor short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000; fillers 50-500. True adventures up to 1000. Dorothy McIlwraith. 1c up, Acc.

**10 Short Novels**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-15) Short novelettes, Western, detective, sport, mystery, etc. Harry Widmer. 1/4c, Acc.

**Thrilling Adventures**, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. director. 1c up, Acc.

**12 Adventure Stories**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-15) Adventure short-stories. Harry Widmer. 1/4c, Acc.

## DETECTIVE—CRIME—MYSTERY—GANGSTER

**Ace G-Man Magazine**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories, novelettes 9000, novels 15,000, involving activities of G-Men. Rogers Terrill, Ed. director; Moran Tudury, Ed. 1c, Acc.

**Black Book Detective**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Material arranged for on assignment. Leo Margulies, editorial director. 1/4c, Acc.

**Black Mask**, (Warner) 515 Madison Ave., New York. (M-15) Realistic, convincing, natural, action fiction in crime-detective field, likable, he-man heroes; all lengths, short shorts to novelettes, up to 15,000. Fanny Ellsworth. Good rates, Acc.

**Ball's Eye Detective**, (Fiction House) 461 8th Ave., New York. (Q-20) Detective-mystery short-stories, plenty of atmosphere, 2000-6000; novelettes 9-20,000. Malcolm Reiss. 1c, Acc.

**Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Human-interest detective short-stories up to 5000; novelettes 8-25,000, woman interest permitted. Anthony M. Rud. 1c up, Acc.

**Complete Detective**, (Red Circle) RKO Bldg., Radio City, New York. (Bi-M) Detective short-stories, novelettes. 1/4 to 1 1/2c, Acc.

**Crime Busters**, (S. & S.) 79 7th Ave., New York. (M-10) Short-stories dealing with conflict between the law and underworld, up to 10,000. John L. Nanovic. 1c up, Acc.

**Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime mystery short-stories 1000-7000; novelettes 10,000-25,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000. Charles Ingerman. Good rates, Acc.

**Detective Novels**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective novels, 25,000; short-stories. Leo Margulies, editorial director. 1/4c, Acc.

**Detective Short-Stories**, (Red Circle) RKO Bldg., New York. (Bi-M-10) Detective short-stories up to 7000. 1/4 to 1 1/2c, Acc.

**Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Detective short-stories 2500-5000; novelettes up to 25,000. Anthony M. Rud. 1c up, Acc.

**Detective Tales**, (Popular) 205 E. 42nd St., New York. (M) Emotional short-stories, crime background, up to 4000; detective-mystery-menace novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Rogers Terrill, Ed. director. Loring Dowst, Ed. 1 1/2c up to 3000, 1c up over 3000, Acc.

**Detective Yarns**, (Double-Action) 60 Hudson St., New York. (Bi-M) Detective short-stories, novelettes. 1/4c up, Pub.

**Dime Detective Magazine**, (Popular) 205 E. 42nd St., New York. (M-20) Mystery, action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White. 1c up, Acc.

**Double Action Gang**, (Double-Action) 60 Hudson St., New York. (M-15) Gangster short-stories, novelettes. 1/4 to 1 1/2c, Acc.

**Double Detective**, (Munsey) 280 Broadway, New York. (M-15) Mystery, crime, detective short-stories 1000-7000, novelettes 10,000-13,000, complete novels 35,000. Preston Grady. Good rates, Acc.

**G-Men**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of Federal Bureau of Investigation 1000-6000; novelettes 7000-10,000. Leo Margulies. 1c up, Acc.

**Operator No. 5**, (Popular) 205 E. 42nd St., New York. (M-20) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill, Ed. director; Moran Tudury, Editor. 1c, Acc.

**Phantom Detective**, The, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director. 1c up, Acc.

**Popular Detective**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Detective short-stories, 1000-6000; novelettes 7000-10,000; short novels up to 20,000. Leo Margulies, 1/4c, Acc.

**Private Detective**, (Trojan) 125 E. 46th St., New York. (M-15) Detective short-stories, novelettes. 1/4c up, Acc.

**Secret Agent "X"**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective, G-man short-stories 2000-5000; novelettes 10,000, sinister note, menace, horror. Harry Widmer. 1/4c up, Acc.

**Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500-6000, detective or police heroes. John L. Nanovic. 1c up, Acc.

**Spider**, The, (Popular) 205 E. 42nd St., New York. (M-10) Short-stories up to 5000 of volunteer crime fighters. Novel arranged for. Rogers Terrill, Ed. director; Moran Tudury, Editor. 1c up, Acc.

**Strange Detective Mysteries**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Bizarre mystery-detective short-stories up to 6000, novelettes 9-10,000, novels 15,000. Rogers Terrill, Ed. Dir.; Willard Crosby, Ed. 1c up, Acc.

**Ten Detective Aces**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, woman interest welcome. 3000-5000; short shorts 1500-2000; novelettes 10-13,000. A. A. Wyn. 1c, Acc. or shortly after.

**10-Story Gang**, (Double-Action) 60 Hudson St., New York. (M) Gangster action. 1/4c up, Pub.

**Thrilling Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies. 1c up, Acc.

**Top Notch Detective**, (Red Circle) RKO Bldg., New York. (Bi-M-10) Detective short-stories, novelettes. 1/4 to 1 1/2c, Acc.

**Variety Detective**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Detective short-stories. Harry Widmer. 1/4c, Acc.

## WESTERN; MALE INTEREST

**Ace High**, (Popular) 205 E. 42nd St., New York. (M-10) Fast-action old-west adventure short-stories up to 6000, novelettes 11,000, novels 18,000; Western fact articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.

**Action-Packed Western**, (Double-Action) 60 Hudson St., New York. (M-15) Western short-stories, novelettes, novels. Cliff Campbell. 1/4 to 1 1/2c, Pub.

**Best Western**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Western action short-stories, 2000-6000, novelettes 8000-10,000. 1/4 to 1 1/2c, Acc.

**Big Book Western**, (Popular) 205 E. 42nd St., New York. (Bi-M-15) A few short stories 5000. Western novelettes 10,000; novels 30,000; Western fact articles 1000. Rogers Terrill, Ed. director; David Manners, Ed. 1/4c, Acc.

**Blue Ribbon Western**, (Double Action) 60 Hudson St., New York. (M) Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell. 1/4 to 1 1/2c, Pub.

**Complete Cowboy Magazine**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Western short-stories, novelettes.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Pub.

**Complete Northwest Novel**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Action short-stories of the Northwest Mounted, logging, mining, 2000-15,000; novels 20-40,000. A. J. Sundell.  $\frac{1}{2}$ c to  $\frac{1}{3}$ c. Acc.

**Complete Western Book**, (Red Circle) RKO Bldg., New York. (M-15) Western short-stories 5000-7500; novels 60,000.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Dime Western Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000; girl interest, realistic characterization. Rogers Terrill, Ed. director; Mike Tilden, Ed. 1c up, Acc.

**Double Action Western**, (Double-Action) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell,  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**44 Western**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Western short-stories 4000-6000, novelettes 9000-15,000. David Manners. 1c up, Acc.

**Frontier Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Western historical short-stories, novelettes, fact-stories, preferably of covered-wagon days. Malcolm Reiss. 1c up, Acc.

**Gun-Swift Western**, 19 Avon Pl., Springfield, Mass. (M-15) Western novels, novelettes, short-stories. Z. S. Sklar. Rates not at hand.

**Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast moving, colorful stories, ranch-and-range locale, 10,000; good woman interest. Malcolm Reiss. 1c up, Acc.

**Masked Rider Western** (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Book-length novels arranged for on assignment. Leo Margulies, editorial director.  $\frac{1}{2}$ c. Acc.

**Popular Western**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Western short-stories 1000-7000; novelettes 8000-10,000; short novels up to 15,000. Leo Margulies.  $\frac{1}{2}$ c. Acc.

**Quick-Trigger Western Novels**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Western novelettes, novels.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Range Riders**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length novels on assignment; short-stories 1000-6000.  $\frac{1}{2}$ c. Acc.

**Real Western**, (Double-Action) 60 Hudson St., New York. (M-15) Fast-action Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. L. H. Silberkleit.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Red Seal Western**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-10) Western short-stories, novelettes. Harry Widmer.  $\frac{1}{2}$ c up, Acc.

**Smashing Western**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Fast-action, dramatic, emotional Western short-stories, novelettes, 2000-15,000; novels 20,000-40,000. Cliff Campbell.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Pub.

**Star Western Magazine**, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000; novels 18,000. Rogers Terrill, Ed. director; Mike Tilden, Ed. 1c up, Acc.

**Sure Fire Western**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-10) Western short-stories, novelettes 10-15,000. Harry Widmer.  $\frac{1}{2}$ c up, Acc.

**10 Story Western**, (Popular) 205 E. 42nd St., New York. (M-10) Dramatic human-interest Western short-stories up to 5000; novelettes 9000; novels 15,000. Rogers Terrill, ed. director; David Manners, Ed. 1c up, Acc.

**Texas Rangers**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Fast-moving, action-packed short-stories, Western law man's viewpoint, 1000-6000. Leo Margulies. 1c up, Acc.

**Thrilling Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Slight girl interest permissible. Leo Margulies. 1c up, Acc.

**Top-Notch Western**, (Red Circle) RKO Bldg., New York. Western novelettes, short-stories.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Two-Gun Western**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Western novelettes 10,000-15,000.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Variety Western**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western short-stories, Harry Widmer.  $\frac{1}{2}$ c. Acc.

**West**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length novels arranged for an assignment. Leo Margulies, editorial director.  $\frac{1}{2}$ c. Acc.

**Western Aces**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-10) Emotional Western short-stories up to 5000; novelettes 10,000 and 15,000, with strong human interest—range, outlaw, mines, etc. Harry Widmer.  $\frac{1}{2}$ c up, Acc. or shortly after.

**Western Action**, (Double-Action) 60 Hudson St., New York. (M-15) Dramatic Western short-stories, novelettes, 2000-15,000, novels 40,000. L. H. Silberkleit.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Pub.

**Western Fiction**, (Red Circle) RKO Bldg., New York. (Q-15) Western short-stories, 3000-7000; novelettes 20,000.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Western Novel and Short Stories**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Western short-stories 5000-7000; novelettes 10,000-20,000; novels 60,000.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Western Raider**, (Popular) 205 E. 42nd St., New York. (Bi-M-15) Western short-stories 3000-6000, novelettes 9000-10,000. David Manners. 1c up, Acc.

**Western Short Stories**, (Red Circle) RKO Bldg., New York. (Q-10) Western short-stories up to 7000.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories up to 5000; complete novels 25,000; serials up to 65,000, 12,000 word installments. John Burr. Good rates, Acc.

**Western Yarns**, (Double-Action) 60 Hudson St., New York. (M-10) Western short-stories, novelettes. Cliff Campbell.  $\frac{1}{2}$ c. Pub.

**Wild West Stories and Complete Novel Magazine**, (Red Circle) RKO Bldg., New York. (Bi-M-10) Western short-stories, novels.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000-5000, novelettes 12,000; novels 20,000. Ronald Oliphant. Good rates, Acc.

## SPORT

**Ace Sports**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M) All sports, college and pro, 3 months in advance of season. Short: 5000 or less, novelettes 10-12,000; strong character conflict. Fact fillers. Harry Widmer.  $\frac{1}{2}$ c up, Acc. or shortly after.

**Best Sports**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists, 5000-10,000; novelettes 12,000-15,000.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Blue Ribbon Sports**, (Double Action) 60 Hudson St., New York. (M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Bull's Eye Sports**, (Fiction House) 461 8th Ave., New York. (Q-20) Sport short-stories 3000-6000, novelettes 10-15,000. Malcolm Reiss. 1c. Acc.

**Champion Sports**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-15) All sports, college and pro, 3 months in advance of season. Short-stories up to 5000, novelettes 10-12,000; fillers. Harry Widmer.  $\frac{1}{2}$ c up, Acc.

**Complete Sports**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Sport short-stories, novelettes.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Dime Sports**, (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-12,000, youthful collegiate or professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton. 1c up, Acc.

**Fight Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. Malcolm Reiss. 1c up, Acc. (Overstocked except on current-interest ring articles.)

**Popular Sports**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000, novelettes 7000-8000; one short novel each issue, 15,000. Mature angle, slight woman interest allowed. Leo Margulies. 1c up, Acc.

**Real Sports**, (Red Circle) RKO Bldg., Radio City, New York. (M-15) Sport short-stories, novelettes.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Sports Action**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Sport short-stories 4000-7000.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Sports Fiction**, (Double-Action) 60 Hudson St., New York. (M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Sports Novels**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Sport novelettes 10,000; short-stories 5000-6000; fact articles 3000. Wm. Fay. 1c up, Acc.

**Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Competitive sport short-stories up to 5000; novelettes 10-12,000. (Query on serials.) Roland Oliphant. Good rates, Acc.

**Sports Winners**, (Double Action) 60 Hudson St., New York. (M-10) Sport short-stories, novelettes 2000-15,000. A. J. Sundell.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Ten Story Sports**, (Double-Action) 60 Hudson St., New York. (M-10) Sport short-stories, novelettes 2000-15,000. L. H. Silberkleit.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Thrilling Sports**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sport short-stories 1000-6000, novelettes 7500-10,000; mature angle, woman interest allowed. Leo Margulies. 1c up, Acc.

**12 Sports Aces**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-10) Sport short-stories, Harry Widmer.  $\frac{1}{2}$ c. Acc.

## WAR—AIR—AIR-WAR

**Aces**, (Fiction House) 461 8th Ave., New York. (Q-20) Air short-stories novelettes, novels. Malcolm Reiss. 1c up, Acc.

**Air Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Aviation short-stories, novelettes, novels. Malcolm Reiss. 1c up, Acc.

**Dare-Devil Aces**, (Popular) 205 E. 42d St., New York. (M-10) Thrilling Western-front air short-stories 3000-6000, novelettes 10,000-12,000. Wm. Fay. 1c up, Acc.

**Flying Aces**, (Ace Mags.) 67 W. 44th St., New York. (Q-15) Not in the market for mss. Herl Powell.

**Foreign Service**, Broadway at 34th St., Kansas City, Mo. (M) Official publication V.F.W. Short-stories of interest to A. E. F. veterans based on fact or personal experience, up to 2500. Barney Yanofsky. 2c up, Acc.

**G-8 and His Battle Aces**, (Popular) 205 E. 42d St., New York. (M-10) Cined market. Wm. Fay.

**Lone Eagle, The**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling war-air and modern air short-stories 1000-6000. Leo Margulies, ed. director. 1c up, Acc.

**Sky Aces**, (Ace Mags.) 67 W. 44th St., New York. (Q-15) Flying short-stories, novelettes,  $\frac{1}{2}$ c. up, Pub. (Overstocked.)

**Sky Devils**, (Red Circle) RKO Bldg., Radio City, New York. (Bi-M-10) Air-war short-stories, novelettes, novels.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Sky Fighters**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling air-war short-stories 1000-6000, novels 15,000. Leo Margulies, Ed. director. 1c up, Acc.

**Wings**, (Fiction House) 461 8th Ave., New York. (Q-20) War-air novelettes 15,000. Malcolm Reiss. 1c up, Acc.

## SUPERNATURAL—WEIRD—HORROR

**Dime Mystery**, (Popular) 205 E. 42nd St., New York. (M-10) Thrills, fantastic detective-mystery action in novels 17,000; novelettes 9000-10,000; short-stories up to 5000; love interest. Rogers Terrill, Ed. director; Loring Dowd, Ed. 1c up, Acc.

**Eerie Mysteries**, (Ace Mags.) 67 W. 44th St., New York. (Bi-M-15) Weird, eerie short-stories, novelettes.  $\frac{1}{2}$ c up, Pub.

**Horror Stories**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10-15,000. Rogers Terrill, Ed. Dir.; Loring Dowd, Ed. 1c up, Acc.

**Mystery Tales**, (Red Circle) RKO Bldg., Radio City, New York. (Bi-M-15) Horror-mystery short-stories, novelettes; beautiful heroines, lustful villains.  $\frac{1}{2}$  to  $\frac{1}{3}$ c. Acc.

**Strange Stories**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Weird, uncanny short-stories, novelettes. Leo Margulies, Ed. director.  $\frac{1}{2}$ c. Acc.

**Terror Tales**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery-terror short-stories with eerie overtones, love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill, Ed. director; Loring Dowst, Ed. 1c up, Acc.

**Thrilling Mystery**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Query on 20,000-word lead novels. Leo Margulies. 1c up, Acc.

**Uncanny Tales**, (Red Circle) RKO Bldg., New York. (Bi-M) Weird short-stories, novelettes. 1/2 to 1 1/2c, Acc.

**Weird Tales**, 9 Rockefeller Plaza, New York. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 60,000; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

#### SCIENCE FICTION—FANTASY

**Amazing Stories**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (Bi-20) Science-fiction short-stories 2000-5000; novelettes 10-12,000; novels 15-20,000; non-fiction science articles 500-1500. B. G. Davis. 1c up, Acc.

**Outstanding Science Fiction**, (S. & S.) 79 7th Ave., New York. (Bi-20) Science-fiction short-stories up to 6000; novelettes 10-12,000 and 15-18,000; serials 24-60,000. John W. Campbell, Jr. 1c up, Acc.

**Dynamic Science Stories**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Pseudo-scientific short-stories, novelettes, novels up to 30,000. 1/2 to 1 1/2c, Acc.

**Fantastic Adventures**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M) Pseudo-scientific short-stories 2500-6000; novelettes 10-12,000, 15-20,000. B. G. Davis. 1c up, Acc.

**Marvel Science Stories**, (Red Circle) RKO Bldg., New York. (Bi-M-15) Science fiction with menace, human-interest; short-stories 2000-7000; novelettes 10-12,000, novels 20-25,000. Robert O. Erisman. 1/2 to 1 1/2c, Acc.

**Science Fiction**, (Double-Action) 60 Hudson St., New York. (Bi-M-15) Pseudo-science short-stories, novelettes. 1/2c up, Pub.

**Startling Stories**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Book-length science-fiction novels, short-stories. Leo Margulies, Ed. director. 1/2c up, Acc.

**Thrilling Wonder Stories**, (Thrilling) 22 W. 48th St., New York. (Bi-M-15) Pseudo-scientific adventure stories up to 10,000. Leo Margulies. 1c up, Acc.

**Unknown**, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, weird, fantastic short-stories, novelettes, novels. John W. Campbell, Jr. 1c, Acc.

#### WESTERN LOVE FICTION

**North West Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) North-west, trading, trapping, logging, etc., short-stories and novelettes with romantic flavor. Malcolm Reiss. 1c up, Acc. (Overstocked.)

**Ran-h Romances**, (Warner) 515 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000-6000; novelettes 10-20,000; novels 25,000-30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.

**Rangeland Romances**, (Popular) 205 E. 42d St., New York. (Bi-10) Emotional love short-stories, old West, woman's viewpoint 5000; novelettes 9000; novels 15,000, articles 1000. Rogers Terrill, Ed. director; William Crosby, Ed. 1c up, Acc.

**Romance Round-up**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western love fiction. Harry Widmer. 1/2c up, Acc.

**Romantic Range**, (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 3000-5000; novelettes 8500-10,000; novels 12,500-15,000. Marion E. Millhauser. 1c up, Acc.

**Romantic Western**, (Trojan) 125 E. 46th St., New York. (Bi-M-15) Western love short-stories, novelettes. 1/2c up, Acc.

**Thrilling Ran-h Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories, novelettes 1000-10,000, novels 20,000; mostly girl's viewpoint. Leo Margulies. 1c up, Acc.

**Western Romances**, (Dell) 149 Madison Ave., New York. (M) Western love short-stories. Florence McChesney. Good rates, Acc.

**Western Trails**, (Ace Mags.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 5000; novelettes 10,000-15,000. No first-person stories. A. A. Wyn. 1/2c up, Acc. or shortly after.

#### ROMANTIC LOVE

**All Story Love Tales**, (Munsey) 280 Broadway, New York. (W-10) Dramatic, novelettes up to 12,000; serials 25,000-30,000. Miss Amita Fairgrieve. Good rates, Acc.

**Complete Love**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1/2c, Acc.

**Hollywood Love Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) Glamorous love short-stories, novelettes, novels, motion-picture background. Malcolm Reiss. 1c up, Acc.

**Love Book Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Glamorous young love short-stories, novelettes, 3000-12,000; little verse. Jane Littell. 1 to 2c, Acc.

**Love Fiction Monthly**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Plausible, well-written love short-stories 2500-6000; strongly dramatic novelettes 8000-12,000. Romantic verse. Rose Wyn. 1/2c up, verse 25c line, Acc.

**Love Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) Romantic short-stories, novelettes. Malcolm Reiss. 1c up, Acc.

**Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Modern love short-stories 3000; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

**Popular Love**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Smart, sophisticated love short-stories, from girl angle. 1000-6000, novelettes 8000-10,000. Leo Margulies. 1c up, Acc.

**Romance**, (Popular) 205 E. 42nd St., New York. (Bi-M) Glamorous young love short-stories, novelettes, 3000-12,000. Jane Littell. 1c up, Acc.

**Romantic Love Secrets**, (Double-Action) 60 Hudson St., New York. (Bi-M) Third-person love short-stories, novelettes up to 15,000. Ahner J. Sundell. 1/2 to 1c, Acc.

**Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Modern young-love short-stories, strong conflict, 1500-5000; novels 25,000-30,000, novelettes 10,000-20,000; serials 40,000-50,000. Helen MacVichie. 1 to 1 1/2c, Acc.

**Ten Story Love**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1/2c, Acc.

**Thrilling Love Magazine**, (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.

**Variety Love**, (Ace Mags.) 67 W. 44th St., New York. (M-10) Love short-stories, novelettes, up to 10,000. Rose Wyn. 1/2c, Acc.

#### SEX FICTION

**Breezy Stories**, 55 W. 3rd St., New York. (M-15) Love short-stories with sex interest 4000-5000; novelettes 8000-10,000. Phil Painter. 1c, Acc.

**High Heel**, (Lex Pubs.) 381 4th Ave., New York. (M-25) Not too sexy, romantic young-love short-stories 1000-3000. M. R. Reese. 1c, Pub.

**National Tattler**, The, 10 St. Patrick St., Toronto, Ont., Canada. (2-M-10) Exposures of general interest. Sex short-stories 2000-5000; sex serials 30,000; jokes, epigrams. Richard Sair. 1 to 3c, jokes 50c to \$1, Pub.

**Silk Stocking Stories**, (Lex Pubs.) 381 4th Ave., New York. (M-25) Not too sexy, romantic young-love short-stories 1000-3000. M. R. Reese. 1c, verse 25c line, Pub.

**Spicy Adventure Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventure short-stories involving girls and love up to 5000. Lawrence Cadman. 1c, Acc.

**Spicy Detective Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong girl interest. Lawrence Cadman. 1c, Acc.

**Spicy Mystery Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (Bi-M-25) Mystery short-stories with girl interest 2500-5500, eerie and terror angles. Lawrence Cadman. 1c, Acc.

**Spicy Western Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (Bi-M-25) Western short-stories, up to 5000, realistic girl-love interest. Lawrence Cadman. 1c, Acc. shorts 1000-2500. Helen Cunningham. 1 1/2 to 3c, Acc.

**Stocking Parade**, The, (Arrow Pubs.) 125 E. 46th St., New York. (M) Clever, sexy short-stories, 2500-3500, fictionalized articles up to 2500; verse, jokes, fillers. Fair rates, Pub.

#### TRUE CONFESSION

**Love and Romance**, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories 1500-7500; serials 15,000-35,000. Henry Lieferant. 2 to 4c, Acc.

**Modern Romances**, (Dell) 149 Madison Ave., New York. (M-10) First-person real-life short-stories up to 7500; 3 and 4-part serials 6000-7500 per installment; short shorts under 3000; book-lengths 18-20,000; true letters 1000; frequent contests for big cash prizes. Helen J. Day. 2c, Acc.

**Personal Romances**, (Ideal) 122 E. 42d St., New York. (M-15) First-person romances, confession type, glamorous background, 2500-5000. Mrs. May C. Kelley. 1c, Pub.

**Popular Romances**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Dramatic, sensational first-person love stories 1000-10,000. Leo Margulies, Ed. Dir. 1/2c, Acc.

**Romantic Story**, (Fawcett) 1501 Broadway, New York. (M-10) First person, confession short-stories, strong romantic-sex angles 4000-7000, serials up to 15,000, articles 3000-4000; short shorts 1000-2500. Miss Mary Lou Butler. 1 1/2 to 3c, Acc.

**Secrets**, (Ace Mags.) 67 W. 44th St., New York. (M) Dramatic, first-person stories from real life. Shorts 3000-6000, novelettes 15,000. Rose Wyn. 1/2c, Acc.

**Thrilling Confessions**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Sensational, real life, first-person love stories 1000-8000. Leo Margulies, Ed. director. 1c, Acc.

**True Confessions**, (Fawcett) 1501 Broadway, New York. (M-10) First-person, confession short-stories 4500-6000, based on sex and romance problems; novelettes 20,000, serials up to 15,000; articles covering social problems, love, marriage, divorce. Miss Beatrice Lubitz. 1 1/2c to 3c, Acc.

**True Experiences**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-35,000. Henry Lieferant. 2c up, Acc.

**True Romances**, (Macfadden) Chanin Bldg., New York. (M-20) True first-person short-stories 1000-8000; true-story serials 15,000-35,000. Henry Lieferant. 2c up, Acc.

**True Story Magazine**, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000. William Jourdan Rapp. 2c, Acc.

#### TRUE DETECTIVE

**Actual Detective**, 731 Plymouth Ct., Chicago. (M-15) Fact detective stories of crimes involving women. H. A. Keller. 2c, Acc.

**Crime Confessions**, 11 E. 44th St., New York. (M) First-person stories by persons involved in current crimes, 2000-6000; particularly convicted women criminals. Lionel White. 1 1/2c, photos extra, Acc.

**Crime Detective**, (Hillman Periodicals) 11 E. 44th St., New York. (M-25) Pictures dealing with crime: exposes of criminal-political tie-ups, fact detective stories 2500-7000. Lionel White. 1c, Acc.

**Daring Detective** (Country Press) 1501 Broadway, New York. (M-15) All types dramatic fact crime stories with photos up to 5000; must have woman interest; love crimes, triangles, etc. Leonard W. Diegre. 1 1/2 to 2c, photos \$3, Acc. Advisable to query.



**Dynamic Detective**, (Country Press) 1501 Broadway, New York. (M-10) All types dramatic fact crime stories with photos up to 5000. Leonard W. Diegre. 1½ to 2c, photos \$3. Acc. (Query.)

**Fact Detective Stories**, (Fact Mags.) 480 Lexington Ave., Suite 933, New York. (Bi-M-15) Authentic fact detective, crime articles, with photos, 500-20,000. G. Grey. ½c up, Acc.

**Fact Spy Stories**, (Fact Mags.) 480 Lexington Ave., Suite 933, New York. (Bi-M-15) Authentic fact spy and espionage articles, with photos if possible, 500-20,000. G. Grey. ½c up, Acc.

**Front Page Detective**, (Dell) 149 Madison Ave., New York. (M-10) True stories of detective investigations, preferably under official by-lines; also exposes and first-person stories by criminals. Fact detective book-lengths 40,000. Hugh Layne. 1½c to 2c, photos \$2.50, Acc.

**Inside Detective**, (Dell) 149 Madison Ave., New York. (M-20) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. W. A. Swanberg. 1½c to 3c, photos \$2.50, Acc.

**Master Detective**, The, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000-7000. John Shuttleworth. 2c, photos \$1 to \$5, Acc.

**Official Detective**, 731 Plymouth Ct., Chicago. (M) True detective crime-detection stories under official by-line 5000-7000; photos. H. A. Keller. 2c, Acc.

**Real Detective**, 250 Park Ave., New York. (M-25) True illustrated crime stories; 5000-6000; authenticated exposes. Arthur Mefford. 1½c, photos \$2 to \$3, Acc.

**Startling Detective Adventures**, (Country Press) 1501 Broadway, New York. (M-15) All types dramatic true detective stories, 1000-5000; serials 2 to 3 parts, 4000-5000 each installment; photos essential. Convict, police cartoons, Leonard W. Diegre. 1½ to 2c, photos \$3 up, cartoons \$5, Acc. (Query.)

**Strange Romances**, (Dell) 149 Madison Ave., New York. (M-10) True stories with pictures involving crimes of passion up to 5000. West F. Peterson. 1½c, photos \$3, Acc.

**True**, (Country Press) 1501 Broadway, New York. (M-25) Sensational, illustrated articles of wide general interest. First and third person fact detective stories, exposes of vice and graft, tales of high adventure, some sex; must be accompanied by photographs, 1000-5000. Wm. Corcoran. 1½c to 2c, photos \$3, Acc.

**True Detective Mysteries**, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shuttleworth. Basic rate 2c, photos \$2 to \$5, Acc.

**Undercover Detective Stories**, 1614 N. Broad St., Philadelphia. (M) Illustrated fact-fiction detective stories 1500-5000; fillers on crime topics 50-250. Send synopsis first. J. Clark Samuel. Indefinite rates, Acc.

## RURAL-AGRICULTURAL

### BROAD GENERAL APPEAL

**Cauper's Farmer**, Topeka, Kan. (M) Authenticated experience articles on farming 300-800; jokes. Ray Yarnell. 1c up, jokes \$1, Acc.

**Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-5) Short-stories up to 6000; serials 65,000; articles 2000-3500; articles for women; humorous sketches; jokes. Philip S. Rose. First-class rates, Acc.

**Country Guide and Nor' West Farmer**, Winnipeg, Manitoba, Canada. (M-5) First or second rights to serials 50-80,000, short-stories 2500-4500, with rural appeal. Girl's page items, household photos; cartoons, cartoon ideas; occasional verse. Amy J. Roe, household Ed. ½c up, Acc.

**Country Home Magazine**, The, (Crowell) 250 Park Ave., New York. (M-5) Short-stories with or without farm backgrounds, young love, detective, adventure, man and woman appeal, 5000-7000, short shorts 1500-2000. Articles of national importance and human interest to farm families, cartoons. Hubert Kelley. First-class rates, Acc.

**Farm Journal**, The, Washington Square, Philadelphia. (M-10) Agricultural articles with photos 300 to 600; novelettes 16,000. Arthur H. Jenkins. 2c up, fiction 5c up, Acc.

**Progressive Farmer**, Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories, Southern appeal preferred, 1500-4000, (submit to Dallas, Tex., office, 1105 Insurance Bldg.), Eugene Butler. 2c, Pub. (Overstocked.)

**Rural Progress**, 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with rural appeal 2500-3500; jokes, art work, cartoons. Glenn Frank. Good rates, Pub.

**Southern Agriculturist**, Nashville, Tenn. (M-5) Articles, short stories, 800-4000; miscellany of Southern rural interest; photos, cartoons, cartoon ideas, children's stories. J. E. Stanford. Fair rates, Acc.

**Successful Farming**, (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800-4000; 2-installment serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1½c up, verse 25c line, Acc.

### REGIONAL FARM MAGAZINES

In general the farm periodicals require material relating to farm interests, preferably relating to their territory or specialty. Rates average \$5 to \$10 per article, usually on publication.

**American Agriculturist**, Public Savings Bank Bldg., Ithaca, New York.

**California Cultivator**, 317 Central Ave., Los Angeles.

**Canadian Horticulturist and Home Magazine**, Oshawa, Ont., Canada.

**Dakota Farmer**, 1216 S. Main St., Aberdeen, S. D.

**Farm & Ranch**, 3306 Main St., Dallas, Tex.

**Farmer**, The, 55 E. 10th St., St. Paul, Minn.

**Farmer Magazine**, The, 73 Richmond St., W., Toronto, Canada. (M)

**Farmer-Stockman**, 500 N. Broadway, Oklahoma City, Okla.

**Indiana Farmer's Guide**, Huntington, Ind.

**Kansas Farmer**, 8th and Jackson Sts., Topeka, Kans.

**Michigan Farmer**, 1632 Lafayette Blvd., Detroit, Mich.

**Missouri Ruralist**, 8th and Jackson Sts., Topeka, Kans.

**Nebraska Farmer**, 1400 "F" St., Lincoln, Neb.

**Ohio Farmer**, 1013 Rockwell Ave., N. E., Cleveland, O.

**Pacific Northwest Farm Trio**, (Washington Farmer, Oregon Farmer, Idaho Farmer) 404 Review Bldg., Spokane, Wash.

**Pacific Rural Press**, 83 Stevenson St., San Francisco.

**Pennsylvania Farmer**, 7301 Penn Ave., Pittsburgh, Pa.

**Prairie Farmer**, 1230 W. Washington Blvd., Chicago.

**Rural New Yorker**, 333 W. 30th St., New York, N. Y.

**Southern Farmer**, 12 N. Lawrence St., Montgomery, Ala.

**Wallace's Farmer & Iowa Homestead**, 1912 Grand Ave., Des Moines, Ia.

**Western Farm Life**, 1520 Court Pl., Denver, Colo.

**Wisconsin Agriculturist & Farmer**, 1125 6th St., Racine, Wis.

### HORTICULTURAL-LIVE STOCK-ETC.

**American Fruit Grower**, 1370 Ontario St., Cleveland, O.

**American Poultry Journal**, 536 S. Clark St., Chicago.

**Breeders' Gazette**, Spencer, Ind.

**Dixie Farm & Poultry Journal**, 110 7th Ave., N., Nashville, Tenn.

**Electricity on the Farm**, 24 W. 40th St., New York.

**Everybody's Poultry Magazine**, Hanover, Pa.

**Hatchery Tribune**, Mt. Morris, Ill. (M-10)

**Hoard's Dairymen**, Fort Atkinson, Wis.

**National Livestock Producer**, 160 N. La Salle St., Chicago.

**Poultry Item**, Sellersville, Pa.

## MISCELLANEOUS

### ASTROLOGY-OCCULTISM

**American Astrology Magazine**, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories, 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

**Astrology Guide**, (Astro Diet. Corp.) 67 W. 44th St., New York. (Bi-M-25) Astrological material. Rates not at hand.

**Everyday Astrology**, (Thrilling) 22 W. 48th St., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.

**Horoscope**, (Dell) 149 Madison Ave., New York. (M) Astrological articles, largely staff-written. Good rates, Acc.

**International Astrology Magazine**, 122 E. 42nd St., New York. Articles on astrological subjects. David Lee Norman. Payment by arrangement.

**Occult Digest**, The, 1500 N. Clark St., Chicago. (M-25) Occult subjects, metaphysics, astrology, numerology, palmistry, true occult and psychic experiences, 500-1500. Efa Danelson. No payment.

**Student Astrologer Magazine**, (H. K. Fly) 30 Irving Pl., New York. (M-25) Astrological articles, staff written; contributions welcome. No payment.

**Telepathic Magazine**, 1221 E. 55th St., Chicago. (M) Articles on telepathy, scientific occultism, up to 2000; fillers; verse. Miss Marie Harlowe. "Poor pay," poems \$1, Pub.

**Today's Astrology**, (Magna Pubs.) Mt. Morris, Ill. (M-10) Astrological articles written for laymen. Irvin Ray. ½c, Pub.

**True Mystic Science**, 402 Corn Exchange Bldg., Minneapolis, Minn. (M-25) Articles on mystic and occult subjects, up to 5000, accompanied by photos, when possible. Query preferred. 1c up, \$3 to \$5 for photos, Acc.

### AVIATION-BOATING

**Air Trails**, (S. & S.) 79 7th Ave., New York. (M-15) Modern aviation short-stories; air articles 2000-3000. C. B. Colly. 1c up, Acc.

**Motor Boat with which is combined Power Boating**, 63 Beekman St., New York. (M-20) Articles of interest to boat owners. Gerald T. White. ¼ to 3c, Acc.

**Popular Aviation**, (Ziff-Davis) 608 S. Dearborn St., Chicago. (M-25) Popularized non-fiction aviation MSS., new developments in aviation, good photos, gas model information, 2500. B. G. Davis, Ed.; J. B. Rathbun, Mng. Ed. 1 to 2c, Acc.

**Rudder**, The, 9 Murray St., New York. (M-35) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby. 1c, photos \$3, Pub. (Overstocked.)

### DANCING

**American Dancer**, 250 W. 57th St., New York. (M-25) Feature articles on the dance, interviews with famous people in the dance field, 1000-1500. Ruth Eleanor Howard. 1c, Pub.

**Dance**, 49 W. 45th St., New York. (M-25) Articles on dance-teaching and stage, 1200; news items. Prefers query. Paul R. Milton. 1c, Pub.

### EDUCATIONAL

**Better English**, 152 W. 42nd St., New York. (M-25) Articles on Better English (speech correction from physicians only), 1500-2500. Lily Sunshine Levey, associate Ed. Low rates, Pub.

**Grade Teacher**, The, (Educ. Pub. Corp.) Darien, Conn. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale. ½c, Pub.

**Industrial Arts and Vocational Education**, 407 E. Michigan St., Milwaukee, Wis. (M except July & Aug.-35) Vocational articles. John J. Metz. ½c, Pub. (Overstocked.)

**Instructor**, The, (F. A. Owen Pub. Co.) Dansville, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

**Practical Home Economics**, 468 4th Ave., New York. (M-20) Educational articles on home economics and school cafeteria management for teachers and by teachers 1500-2000. Jessie A. Knox. ½c, Pub.

**School Activities**, Topeka, Kans. (M-25) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown. ½c, Pub.

**Vocational Trends**, (Science Research Associates) 600 S. Michigan Ave., Chicago. (M-25) Factual articles on industrial and occupational trends for young people up to 2000; pictures, cartoons, cartoon ideas. Lyle M. Spencer. 1c, Pub.



## HEALTH—HYGIENE—PHYSICAL

**Facts of Life**, The, 99 Hudson St., New York. (M-25) Articles dealing with venereal disease, marriage, divorce, childbirth, etc., preferably from the medical profession, 2000 up. \$15 per article, Pub.

**Health and Hygiene**, 215 4th Ave., New York. (M-20) Staff-written articles on general health and public medicine. Carl Malmborg. No payment.

**Hygeia, The Health Magazine**, 535 N. Dearborn St., Chicago. (M-25) Articles with health angle, verse, photos, cartoons. Dr. Morris Fishbein. 1c up, Pub.

**Industrial Medicine**, 540 N. Michigan Ave., Chicago. (M-50) Material on occupational diseases, traumatic surgery. A. D. Cloud, Mng. Ed. 1c, Pub.

**Modern Medicine**, 84 S. 10th St., Minneapolis. (M-25) terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M. A. 5c up, photos \$3, Pub.

**Physical Culture**, (Macfadden) 122 E. 42nd St., New York. (M-25) Health articles, self-told adventures in health, personal problems, happiness, power of achievement, 3-5000; 12-15,000; Ann Gurley. Good rates, photos \$3 to \$5, Acc.

**R. N.**, (Nightingale Press) Rutherford, N. J. (M-controlled) Articles, factual or human-interest, pertaining to nursing, 1000-1500. Dorothy Sutherland, Mng. Ed. 5c up, Pub.

**Sex Guide**, (Astro Dist. Corp.) 67 W. 44th St., New York. (Bi-M-25) Informative, scientific articles on sex and life conduct, 1000-2000. 5c, Pub.

**Sexology**, 99 Hudson St., New York. (M-25) Medical, psychological articles preferably by physicians. David H. Keller, M.D. 1/2 to 1c, Pub.

**Trained Nurse & Hospital Review**, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 500 to 3200. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

**Your Body**, 99 Hudson St., New York. (Bi-M-25) Medical, psychological articles, preferably by physicians. David H. Keller, M.D. 1/2 to 1c, Pub.

## HOME—GARDENING—BUILDING—LANDSCAPING

**American Home**, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Varying rates, Pub.

**Arts and Decoration**, (Robt. M. McBride) 116 E. 16th St., New York. (M-35) Articles, essays, dealing with distinctive homes; the arts, entertainment, decorating, furnishing, household equipment; photos, art work; witty editorials on indoor living. Mary Fanton Roberts. Varying rates, Pub.

**Better Homes & Gardens**, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Frank McDonough. 2c up, usual photo rates, Acc. "Whims and Hobbies" squibs with proof, \$2 each, Pub.

**California Arts and Architecture**, 2404 W. 7th St., Los Angeles, Calif. (M-25) Home, gardening, building, landscaping articles pertaining to California, 500-2000; photos. Jere B. Johnson, 1c, Pub.

**Canadian Homes & Gardens**, (Maclean) 481 University Ave., Toronto, Canada. (M-25) Home and garden articles up to 2000, photos. Canadian interest only. J. Herbert Hodgins. 1c, Pub.

**Country Life and The Sportsman**, 444 Madison Ave., New York. (M-50) Illustrated gardening, sports, interior decorating, country estates, travel articles 1500-2000; good photos essential. Mrs. Jean Austin. Varying rates, Pub.

**Home Desirable**, The, 75 E. Wacker Dr., Chicago. (M-controlled) Articles on home modernization through plumbing and heating 1000; short how-to-do items; cartoons, photos. Louise M. Comstock. 15c, Pub.

**House and Garden** (Conde Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright. Good rates, Acc.

**House Beautiful Combined with Home and Field**, (Hearst) 572 Madison Ave., New York. (M-35) Articles on home-building, planning, decorating, furnishing, gardening (illustrated preferred) 1500-1800; fillers, art work, photos. K. K. Stowell. Good rates, Pub.

**Sunset**, 576 Sacramento St., San Francisco. (M-10) News items, photos, about Pacific Coast gardens, foods, home building, modernization, travel, outdoors, up to 500; personalities; how-to-do and how-to-make Western outdoor material, all from Westerners only. William I. Nichols. Moderate rates, Pub.

**Town and Country**, 572 Madison Ave., New York. (M-50) Not in the market. Harry A. Bull.

## HUMOR—SATIRE

**Ballyhoo**, (Dell) 149 Madison Ave., New York. (Q-15) Humorous short-stories, cartoons, gags. Norman Anthony. Good rates, Acc.

**Cartoon Humor**, (Thrilling) 22 W. 48th St., New York. (Q-25) Cartoons. Robert A. Pines. Varying rates, Acc.

**Comedy**, (Dell) 149 Madison Ave., New York. (Q-15) Comic miscellany. Victor Bloom. Rates not at hand.

**Eye-Opener**, (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes, jungles, cartoon roughs. Phil Rolfson. \$1 to \$3, Pub.

**Film Fun**, (Dell) 149 Madison Ave., New York. (M-20) Jokes, quips, epigrams. Lester Grady. \$1.50 to \$2, Acc.

**Judge**, The, 18 E. 48th St., New York. (M-15) Humorous articles, essays, short-story, political satire, 500-1000; humorous verse, jokes, skits, epigrams, news bulls, cartoons. Robert T. Gebler. Space rates, Pub. (Slow.)

**Lu-Lu**, (Sun Pubs.) 529 S. Clark St., Chicago. (M) Jokes, skits, anecdotes, humorous miscellany up to 2000; cartoon ideas. A. J. Contier, Jr. 5c up, jokes 50c, Pub.

**Movie Humor**, (Lex Pubs.) 381 4th Ave., New York. (M) M. K. Reese. Fair rates, Pub.

## INSPIRATION—PSYCHOLOGY

**Outwitting Handicaps**, Alfred St. P. O. Box 96, Detroit, Mich. (Bi-M) Articles on achievements, rehabilitation of handicapped persons, up to 2000. Harry E. Smithson. 5c to 1/2, Acc.

**Popular Psychology Guide**, (Astro Dist. Corp.) 67 W. 44th St., New York. (Bi-M-25) Inspirational articles 1000-1200. Maxine Smith. 5c, Pub.

**Psychology**, (Lex. Pubs.) 381 Fourth Ave., New York. (M-25) Psychological or inspirational articles, personal experience stories up to 1500. E. Field. Rates by arrangement; payment after Pub. (Very slow.)

**Scientific Psychology**, 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500-3000; timely items. D. J. Foard. No payment.

**Your Life, The Popular Guide to Desirable Living**, 354 4th Ave., New York. (M-25) Inspirational, helpful articles on living, 1200-2500; verse; fillers. Douglas Lurton. First-class rates, Acc.

**Your Personality**, 354 4th Ave., New York. (Q) Inspirational articles on successful living. Douglas Lurton. Good rates, Acc.

## MUSICAL

**Diapason**, 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music, recital programs, reviews 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

**Down Beat**, 608 S. Dearborn St., Chicago. (M-15) Technical matter, feature stories not to exceed 2000 slanted toward professional musicians; news flashes, new ideas, cartoons and photos, (candid especially) on modern dance music and dance bands. Carl Cons, Mng. Ed.; Dave Dexter, associate. 5c up, Pub.

**Etude Music Magazine**, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 300-2500; photos, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

**Jacobs' Orchestra Monthly**, also **Jacobs' Band Monthly**, 120 Boylston St., Boston. (M) Educational articles for school and community orchestras and bands. Arthur C. Morse. Indefinite rates.

**Metronome**, 119 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim. Indefinite rates, Pub.

**Musical Forecast**, 891-3 Union Trust Bldg., Pittsburgh, Pa. (M-20) News items of interest to musicians. David H. Light. \$1 per column, Pub.

**Up Beat**, 608 S. Dearborn St., Chicago. (M-10) Technical matter, articles up to 1200, feature material of music activity in schools, colleges, business houses, churches. Slanted toward amateur musicians. Semi-classic and symphonic music featured more than popular dance music. Photos, cartoons. Carl Cons, Mng. Ed.; George Oveson, associate. 5c up, Pub.

## OUTDOOR—HUNTING—FISHING—TRAPPING FORESTRY

**Alaska Sportsman**, The, Ketchikan, Alaska. (M-15) True stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. 5c, Pub.

**American Forests**, 919 17th St., N.W., Washington, D.C. (M-35) Articles on trees, forests, outdoor recreation, travel, exploration, 2500; outdoor photos. Ovid Butler. 1c up, Acc.

**American Rifleman**, The, 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistics articles, hunting stories, preferably 3000. Laurence J. Hathaway. About 1c, Pub. (Overstocked.)

**Field and Stream**, (Warner) 515 Madison Ave., New York. (M-15) Illustrated camping, fishing, hunting, sportsmen's articles, 2500-3000. Ray P. Holland. 1c up, Acc.

**Fur-Fish-Game**, 174 Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by authorities; true Indian and frontier stories 2000-2500. A. V. Harding. 5c up, Acc.

**Hunter-Trader-Trapper-Outdoorsman**, 386 E. 4th St., Columbus, O. (M-15) Fur-farming, trapping, hunting, dog, fishing articles, outdoor photos. Otto Kuechler. Low rates, Pub.

**National Sportsman**, 275 Newbury St., Boston. (M-10) Hunting and fishing articles; short-stories up to 2000; photos, cartoons, cartoon ideas. H. G. Tappley. 15c, Pub.

**North American Sportsman's Guide**, 522 5th Ave., New York. (Q-25) No unsolicited MSS.

**North American Trapper**, P. O. Box 663, Charleston, W. Va. (M) Articles and short-stories on hunting, fishing, trapping, fur farming, up to 2500; photos, illustrations, cartoons, outdoor verse. Charley Roy West. 5c to 1c, photos 25c up, Acc.

**Outdoor Life**, 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000; also kinks, shorts, etc. Raymond J. Brown. Up to 10c, photos \$3 up, Acc.

**Outdoors Magazine**, 729 Boylston St., Boston. (M) Outdoor material. Clayton H. Ernst. Rates not at hand.

**Pacific Sportsman**, 401 Sansome St., San Francisco. (M) Outdoor articles 500-1500. John C. Piver. No payment.

**Rocky Mountain Sportsman**, (Waterman Pub. Co.) 1644 Welton St., Denver, Colo. (M-15) Articles on all phases of outdoor sports, fishing, hunting, skiing, conservation, forestry, wild life, etc. True adventure stories, Rocky Mt. States and Western Canada. Photos, cartoons. Joseph Emerson Smith. 5c to 1c, \$1 to \$5 for action photos, Acc.

**Southern Sportsman**, P. O. Box 16, Austin, Tex. (M-10) Southern hunting and fishing articles 1000-3500. J. Austin Small. No payment.

**Sports Afield and Trails of the Northwoods**, 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. P. K. Whipple. 1 to 2c, Acc. or Pub.

**Western Skier**, 221 Lloyd Bldg., Seattle, Wash. (W-10) Technical skiing articles, skiing short-stories, up to 1000; art work, cartoons. Walter Stevenson. 5c to 1c, Pub.

## PHOTOGRAPHY

**Camera**, The, 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. 5c, Acc.

**Everyday Photography**, 67 W. 44th St., New York, (M) Articles with photos slanted to help amateur photographers; exposure data must accompany photos. Thomas A. Blanchard. About 3c, photos \$3 up, Pub.

**Good Photography**, also **Photography Handbook**, (Fawcett) 1501 Broadway, New York, (2-issues each yearly, 50c) Articles of interest to amateur photographers, good illustrations. Robert Hertzberg. Good rates, kinks \$3, Acc.

**Minicam—The Miniature Camera Monthly**, 22 E. 12th St., Cincinnati, (M-25) Helpful, step-by-step instructive articles on photography, with or without illustrations. Query. Will Lane. 1c, photos \$3, Acc.

**New Photo Miniature**, 70 5th Ave., New York, (M-40) Monographs on particular phases of photography 12,000-15,000. John A. Tennant, \$50 each, Acc. (Submit outline first.)

**Pictures, The Snapshot Magazine**, 343 State St., Rochester, N. Y. (M-free) Amateur snaps, all subjects; no "candid" shots; no enlargements. Wyatt Brummitt. \$3, Acc.

**Popular Photography**, (Ziff-Davis) 608 S. Dearborn St., Chicago, (M-25) Unusual articles on photography 1000-2500, semi-technical features, photographic success stories, how-to-make-it; brief articles 100-750, striking photos. B. G. Davis. 1 to 2c up, photos \$3-\$5, Acc.

**United States Camera Magazine**, 381 4th Ave., New York, (Bi-M-50) Articles on photography; photos. Phillip Andrews. \$25 to \$100 per feature, Pub.

#### PICTURE MAGAZINES

**Click**, 400 N. Broad St., Philadelphia, Pa. Photos, cartoons. Photo series; noteworthy persons. Emile Gauvreau. \$5 per picture, Pub.

**Foto**, (Dell) 149 Madison Ave., New York, (Bi-M-10) Human-interest photos, photo series. \$5 per photo up, Acc.

**Life, Time and Life Bldg.**, New York, (W-10) Photos of national and world news events, human-interest picture series, cover photos, photo fillers. \$5 up, Acc.

**Look**, Des Moines, Ia. (Bi-W-10) Photos of intense human interest and motion. Vernon Pope. \$5 up, Acc.

**Peek**, (Billhara) 122 E. 42d St., New York, (Bi-M-10) Humorous photos. Adrian Lopez. Indefinite rates, Pub.

**"Pic"**, 153 W. 15th St., New York, (Bi-W-10) Photos on sport, Hollywood and Broadway. Charles Payne, A. L. Holmes. \$5 per print, Pub.

#### RECREATION—GAMES—HOBBIES

**Avocations**, 2 W. 46th St., New York, (M-25) Articles on hobbies, collectible items only on assignment. H. L. Lindquist. 1c, Pub.

**Hobbies**, 2810 S. Michigan Ave., Chicago, (M-25) Material on hobbies, largely staff-written.

#### RELIGIOUS—ETHICAL—HUMANITARIAN

**Ave Maria**, The, Notre Dame, Ind. (W-10) Short-stories 2800-3000; series 15-20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Wholesome juvenile adventure short-stories, serials. Rev. P. J. Carroll, C.S.C. \$3 page (700 wds.), poems \$5, Pub.

**Canadian Messenger**, The, 160 Wellesley Crescent, Toronto, Ont., Canada, (M-10) Short-stories, Catholic atmosphere, bright, pointed but not preachy, 3000; no love stories; articles, essays, Catholic interest, 1000-3000. Rev. J. I. Berg, S.J. ¼c, Acc.

**Christian Advocate**, The, (Methodist Book Concern) 740 Rush St., Chicago, (W-10) Not in the market. Dan Brummitt.

**Christian Herald**, 419 4th Ave., New York, (M-25) Interdenominational religious, sociological articles 2500; short-stories 2000; serials 50,000; verse, 2 or 3 stanzas. Daniel A. Poling. ¼c, after Pub.

**Cradle Roll Home**, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (Q) Articles for parents of preschool age children 150-800, fact items. No Mss. purchased during July, Aug. Agnes Kennedy Holmes. ¼c, Acc.

**Improvement Era**, The, 50 N. Main St., Salt Lake City, Utah, (M-20) General magazine of Mormon Church. Short-stories 750-2000, wholesome, conventional. General and moral essays 500-2000. Poetry up to 30 lines. Photos. Richard L. Evans. ¼c, verse 1½c, Pub.

**Light**, 405 Bergen St., Brooklyn, N. Y. (M-20) Religious articles for Catholics and non-Catholics; short-stories, up to 2000, verse. William J. F. Clark. 1c, Pub. (Slow.)

**Living Church**, The, 744 N. Fourth St., Milwaukee, (W-10) short illustrated articles on religious and social subjects. Episcopal viewpoint, 1000-2000. Occasional short-stories 2000, Anglo-Catholic theme. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

**Lookout**, The, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati, (W-5) Articles on Christian education, adult Sunday school work 1500-1800; wholesome short-stories 1500-1800, serials up to 12 chapters, 1500-1800 each. Photos, upright, 8x10, scenic, human interest. No poetry. Guy P. Leavitt. ¼c, photos \$1 to \$5, one month after Acc.

**Magnificat**, 131 Laurel St., Manchester, N. H. (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

**Messenger of the Precious Blood**, Carthage, Ohio, (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt, C.P.P.S. ¼c, verse 25c line, Acc.

**Messenger of the Sacred Heart**, 515 E. Fordham Rd., New York, (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

**Miraculous Medal**, The, 100 E. Price St., Philadelphia, (Q) Catholic articles 1500-2500, short-stories 2000-3000. Joseph A. Skelly, C.M. 1c, Pub.

**New Outlook**, The, (United Church of Canada, 299 Queen St. W., Toronto, Canada, (W-10) Articles on religious and international problems, travel, art, etc., short-stories 900-1000; children's material. G. R. Cragg. ¼c, Acc.

**Queen's Work**, The, (Jesuit Fathers) 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interest short-stories, articles, 1200 to 2500; editorials; photos; cartoons, cartoon ideas. Rev. Daniel A. Lord, S.J. 1c, Pub.

**St. Anthony Messenger**, (Franciscan Fathers) 1615 Republic St., Cincinnati, (M) Catholic family magazine. Feature articles on modern Catholic subjects; short-stories with Catholic slant, 2000-3000. Rev. Hy Blocker, O.F.M. 1c up, Acc. Occasional poetry, 25c line.

**Sign**, The, Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C. P. 1c, Pub.

**Sunday School Times**, 325 N. 13th St., Philadelphia, (W) Religious articles, verse. Charles G. Trumhull. ¼c up, Acc.

**Sunday School World**, 1816 Chestnut St., Philadelphia, (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. ¼c, Acc.

**Union Signal**, The, Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence 1000-1500; also on peace. About ¼c, Pub.

**Unty**, also **Weekly Unty**, 917 Tracy Ave., Kansas City, Mo. (M and W) Christian metaphysical articles 1500 to 2500; verse. Charles Fillmore. 1c up, verse 25c line up, Acc.

**Your Faith**, (Macfadden) 122 E. 42nd St., New York, (M-15) Articles on religious experience 1500. L. M. Hainer. Good rates, Acc.

#### SCIENTIFIC—POPULAR SCIENCE—NATURE—MECHANICS

**Homecrafts and Hobbies**, 142 W. 24th St., New York, (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. ¼ to 1c, Pub. (Unsatisfactory.)

**Home Craftsman**, The, 115 Worth St., New York, (Bi-M-25) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

**Me-hanix Illustrated**, (Fawcett) 1501 Broadway, New York, (M-10) News shorts describing inventions, labor-saving devices, household gadgets, etc., with photos having human-interest appeal. Robert Hertzberg. 2c, photos \$3 up, Acc.

**Model Airplane News**, 551 5th Ave., New York, (M-20) Model airplane construction articles 2500. 1c, Pub.

**Natural History Magazine**, 79th St. and Central Park, New York, (M) Popular articles up to 5000 on natural science, exploration, wild life; photo series. Edward M. Weyer, Jr. 1½c, Acc.

**Nature Magazine**, 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1000-2000; fillers with pictures 100 to 400, short verse. R. W. Westwood. 1 to 3c, Acc. (Query.)

**Popular Mechanics**, 200 E. Ontario St., Chicago, (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300-1500; fillers up to 250. L. K. Weber. 1c to 10c; photos \$5 up, Acc.

**Popular Science Monthly**, 353 4th Ave., New York, (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c, photos \$3 up, Acc.

**Radio News** (Ziff-Davis) 608 S. Dearborn St., Chicago, (M-25) Feature articles, briefs, 300-3000, relating to the drama, hazards, thrills of radio; technical radio; amateur activities; photos. B. G. Davis. ¼ to 1c, Acc.

**Science & Mechanics**, 800 N. Clark St., Chicago, (Bi-M-15) Staff-written. V. D. Angerman.

**Scientific American**, 24 W. 40th St., New York, (M-35) Humanized articles on science, industry, engineering. O. D. Munn. Varying rates, Acc.

#### SPORTS (COMPETITIVE)—RACING—HORSES

**Baseball Magazine**, The, 70 5th Ave., New York, (M-20) Major league baseball articles, verse. Clifford Bloodgood. ¼c, Pub.

**Golf**, 52 Vanderbilt Ave., New York, Golf articles, short-stories, photos, cartoons. W. D. Richardson. 2c, Pub.

**Horse & Horseman**, 1270 6th Ave., New York, (M-50) Articles and miscellany dealing with horses. Peter Vischer. Good rates, Pub.

**National Bowlers Journal and Recreation Age**, 506 S. Wabash Ave., Chicago, (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey; short-stories; photos; news items; cartoons. J. M. Luby. 1c, Pub.

**Post Time Weekly**, 542 S. Dearborn St., Chicago, (W-35) Horse racing articles, generally staff-written. Mark Mellen. 3c, Acc.

**Rider and Driver**, The, 342 Madison Ave., New York, (M-35) Articles on horses, racing, etc. Samuel Taylor. Good rates, Pub.

**Scholastic Coach**, 250 E. 43d St., New York, (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

**Turf and Tanbark**, Time & Life Bldg., New York, (M-25) Amateur horsemen and racing short-stories 1500-2000. Illustrated feature articles; jokes, photos, cartoons. M. H. M. Burghley. 1c, Acc.

#### THEATRICAL—MOTION PICTURE—RADIO—"FAN" MAGAZINES

**Billboard**, The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

**Greater Show World**, 1547 Broadway, New York, (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. ¼c, Pub.

**Hollywood Magazine**, (Fawcett) 1501 Broadway, New York, (M-5) Film articles on assignment; fillers, photos. Llewellyn Miller. Liberal rates, Acc.

**Modern Movies**, (Ideal) 122 E. 42d St., New York, (M-15) Photos of motion-picture interest. Mrs. May C. Kelley. 1c, Pub.

**Modern Screen**, (Dell) 149 Madison Ave., New York, (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Regina Cannon. Good rates, Acc.

**Motion Picture Magazine**, (Fawcett) 1501 Broadway, New York. (M-10) Articles on motion pictures and stars, usually on assignment, 1800-2500. Larry Reid. Good rates, Acc.

**Movie Mirror**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-10) Motion-picture fan material only on assignment. Good rates, Acc.

**Movie Story Magazine**, (Fawcett) 1501 Broadway, New York. (M-10) Fictionizations of current motion pictures on assignment. Dorothy Hosking.

**One Act Play Magazine**, 112 W. 42nd St., New York. (M-50) Short plays, contemporary subjects; articles on drama, theatre. William Kozlenko. Plays \$15 each. Pub.

**Photoplay**, (Macfadden) Chanin Bldg., New York. (M-25) Motion picture articles; serials. Ernest V. Heyn. Good rates, Acc.

**Picture Play Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Motion-picture fan articles 1200-1500, usually on assignment. Muriel Babcock. Indefinite rates, Acc.

**Radio Mirror**, (Macfadden) Chanin Bldg., New York. (M) Radio fan features on stars and programs. Fred R. Sammis. Good rates, Acc.

**Radio Stars**, (Dell) 149 Madison Ave., New York. (M-10) Articles, pictures, news, staff-written departments. Lester C. Grady. Rates not stated.

**Screen & Radio Weekly**, Detroit Free Press, Detroit, Mich. (W-10) Short short-stories, screen and radio backgrounds, 1000-1500. Douglas D. Martin. \$50 per story, Acc.

**Screen Book**, (Fawcett) 1501 Broadway, New York. (M-10) Short news articles on popular screen favorites, usually on assignment. William C. Hartley. Liberal rates, Acc.

**Screenland**, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Miss Delight Evans. Fair rates, Pub.

**Screen Roman-es**, (Dell) 149 Madison Ave., New York. (M-25) Fictionization of picture plays, by assignment. A. P. Delacorte. E. Van Dorne. Rates by arrangement, Acc.

**Silver Screen**, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Fan material about movie stars and pictures, photos. Eliot Keen. Highest rates, Pub.

**Theatre Arts Monthly**, 40 E. 49th St., New York; 2 Ladbroke Rd., London, W. 11, England. (M-35) Articles on theatrical and associated arts 1800-2500; news items; photos. Edith J. R. Isaacs. 2c, Pub.

**Variety**, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

## TRAVEL—MOTORING

**Asia**, 40 E. 49th St., New York. (M-35) Interpretive articles on oriental life, politics, art, culture, exploration and thought, Russia included, 1800-3800. Oriental fiction; translations. Richard J. Walsh. 2c, Acc.

**Automobile & Trailer Travel**, 35 E. Wacker Dr., Chicago. (M) Articles for automobile tourists. Karl Hale Dixon. Rates not at hand.

**Canadian Geographical Journal**, Brock Bldg., 172 Wellington St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dallyn. 4c up, Pub.

**Globe**, 1033 Lincoln Ave., St. Paul, Minn. (Bi-M-25) Vignettes of colorful municipalities, various parts of world; short-stories with typical local backgrounds; personalized human-interest reports on people and places up to 3000; photos, fillers, jokes, cartoons. J.W.G. Dunn, Jr. 1 to 1 1/2c, Acc.

**National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society; articles on travel and geographic subjects; photographs. Gilbert Grosvenor. First-class rates, Acc.

**Studebaker Wheel**, The, Studebaker Corporation, South Bend, Ind. (M) Short illustrated articles of general interest to the motorist. Walker G. Everett. Good rates, Pub.

**Travel**, (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$3 to \$5 per photo, Pub.

**Voyager**, The, 545 Fifth Ave., New York. (M-25) Fashionable travel articles, humorous and factual, 1500-2000; art work, photos. Demie Genaitis. \$25 per article, Pub. (Slow.)

## B—BUSINESS AND TRADE PUBLICATIONS

### BUSINESS, ADVERTISING, SALESMANSHIP

**Advertising Age**, 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. 1c, Pub.

**American Business**, (Dartnell Pubs.), 4660 Ravenswood Ave., Chicago. (M-35) Buys frequent concrete examples of business success in manufacturing, wholesale, financial fields; especially interested in office and accounting short cuts. Query. Eugene Whitmore. \$35 and up for 2000 words, Pub.

**Bankers' Magazine**, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. 1/2c up, Pub.

**Bankers Monthly**, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beatty. Good rates, Pub.

**Barron's**, 44 Broad St., New York. (W-25) Authoritative business and financial articles 500-2500. George E. Shea, Jr. Indefinite rates, Acc.

**Better Letters in Business**, 4416-18 Elston Ave., Chicago. (M-20) Articles on outstanding letters used by manufacturers, wholesalers, large retailers, insurance companies, etc., to sell merchandise or service, collect past due accounts, make adjustments, etc. Frank C. Perrine. 1c up, Pub.

**Burrough's Clearing House**, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone. 2 to 3c, Acc.

**Commerce**, 1 N. La Salle St., Chicago. (M-25) Invites queries on feature business articles. Alan Sturdy. Rates variable.

**Credit & Financial Management**, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems of manufacturers and jobbers. Chester H. McCall. 1c, Pub.

**Forbes Magazine**, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Pub.

**How to Sell**, 75 E. Wacker Drive, Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800-4000. R. C. Remington. 1/2 to 1 1/2c, Pub.

**Independent Salesman**, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with the stories about people successful in direct selling, 1200. M. E. Siegel. 1/2 to 1c, photos \$1, Pub.

**Mall Order Journal**, 381 4th Ave., New York. (M-10) Case histories, fact stories about mail-order business. A. E. Calver. 1c, Pub. (Query.)

**Nation's Business**, The, 1615 H. St., N. W., Washington, D. C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Good rates, Acc.

**Opportunity**, 620 N. Michigan Ave., Chicago. (M-10) Inspirational and biographical features with broad human interest and inspirational appeal; fillers. Geo. F. Peabody. 1/2c up, Pub.

**Printer's Ink**, 185 Madison Ave., New York. (W-10) (Also **Printer's Ink Monthly**—25) Advertising and business articles G. A. Nichols, Ed.; C. B. Larrabee, Mng. Ed. Good rates, Pub.

**Purchasing**, 11 W. 42d St., New York. (M-15) Query on articles on industrial buying; methods, personalities; materials. Stuart F. Heinitz. Indefinite rates.

**Sales Management**, 420 Lexington Ave., New York. (2-M) Articles on marketing, national scope, signed by executive. Buys little. Raymond Bill. 1 to 3c, Pub.

**Savings Bank Journal**, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. J. C. Young. 1c, Pub.

**Signs of the Times**, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley. 1/2 to 1c, Pub.

**Specialty Salesman**, Oak Park, Ill. (Chicago Office, 307 N. Michigan Ave.) (M-10) Inspirational articles; human-interest short-stories, fact success articles of direct salesmen, 350 to 2000. H. J. Bligh. 1/2c, Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial relations and training of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercook. 1c, Acc.

**Western Advertising**, 564 Market St., San Francisco. (2M-20) Not in market. Robert E. Wade, Jr. 1 to 2c, Pub.

### TRADE JOURNALS

**Aero Digest**, 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. 1/2c up, Pub.

**Air Conditioning and Refrigeration News**, 5229 Cass Ave., Detroit, Mich. (W-20) Informative articles on servicing refrigerating machines, successful ideas for promoting and selling electrical appliances, descriptions of air conditioning installations; news of more than local importance; human-interest photos. George F. Taubedeck. 6c line, Pub.

**Air Conditioning—Oil Heat**, 232 Madison Ave., New York. (M) News on construction, operation, merchandising of oil burners and air conditioning. A. E. Coburn. 30c inch, Pub. (Overstocked.)

**American Artisan**, 6 N. Michigan Ave., Chicago. (M-25) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

**American Baker**, The, 118 S. 6th, Minneapolis. (M-10) Articles on baking innovations; examples of good merchandising. 1/2c up, Acc.

**American Builder and Building Age**, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

**American Camera Trade**, 22 E. 12th St., Cincinnati. (M-25) Illustrated merchandising and display articles of value to camera dealers, 500-2500. Robert P. Parker. 1/2c up, Pub.

**American Druggist**, 572 Madison Ave., New York. (M-25) Features on retail drug-stores operation, up to 2000. Harold Hutchins. 1 1/2 to 2 1/2c, Acc.

**American Hairdresser**, 205 W. Wacker Dr., Chicago. (M-35) Items of unusual interest to beauty shops; advertising; promotional schemes, etc. Hazel L. Kozlay. 1c, Acc.

**American Horologist**, 3226 E. Colfax Ave., Denver. (M) Illustrated articles, 500-1000, pertaining to horology, watch and clock repair service, unusual creations and happenings, historical material. Orville R. Hagans. 1/2c, Acc.

**American Ink Maker**, 254 W. 31st St., New York (M) News of printers' ink manufacturers and distributors. Low rate, Pub.

**American Lumberman**, 431 S. Dearborn St., Chicago. (Bi-W) New merchandising ideas used by building dealers, 500-750. E. C. Hile. \$3.50 column, Pub.

**American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

**American Painter & Decorator**, 3713 Washington Blvd., St. Louis, Mo. (M-20) Accurate, technical and semi-technical "how" articles on unusual decorating jobs, up to 800, photos. Query. George Boardman Perry. Up to 1c; photos, amateur, up to \$1, professional, \$2, Pub.

**American Paper Merchant**, 2009 Conway Bldg., Chicago. (M-35) News and features regarding paper merchants. P. A. Howard, publisher; Blaine S. Britton, Mng. Ed. 1/2c up, Pub.

**American Perfumer—Cosmetics—Toilet Preparations**, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc., articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. Wm. Lambert. Indefinite rates, features, Acc.; news, Pub.



- American Press, The**, 225 W. 39th St., New York. (M-10) Success stories of newspapermen, problems and solutions in small town newspaper production; dramatic reportorial experiences. Donald W. Robinson. Indefinite rates, Pub.
- American Printer, The**, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives, mostly written to specifications. L. B. Siegfried. 1c up, Pub.
- American Roofer**, 425 4th Ave., New York. (M-25) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. Bernard Sachs. Payment on arrangement.
- American Shade & Awning News**, St. Louis Ave., Ft. Worth, Tex. (M-Free) Short articles on Venetian blind plant operations, ideas on blind installations, etc. Tom Murray. 20c col. inch, Pub.
- Attire**, 1113 Venice Blvd., Los Angeles. (O) News and features of Western men's wear trade. Paul W. Blackford.
- Auto-body and Reconditioned Car**, 15 E. 8th St., Cincinnati. (M-20) Trade stories on commercial bodies, passenger bodies, painting, car appearance reconditioning, illustrated with photos, drawings. Elmer J. Murray. ¼c, Pub.
- Automatic Heat & Air Conditioning**, 1900 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.
- Automatic World**, 120 St. Louis Ave., Ft. Worth, Tex. (M) News and features pertaining to vending machines. O. J. Branch. 15c column inch, Pub.
- Automobile Digest**, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles, write-ups of ideas of interest to independent service garage men, to improve service business, stimulate trade, reduce operating costs, 500-1500. J. A. Ahlers. Rates according to merit, Acc.
- Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Car dealer activities, auto racing, auto photos. Frank P. Tighe. 2c, Pub.
- Automotive Daily News**, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 40c inch, photos \$1.50, Pub.
- Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent shops, up to 2000. Photos. Stanley P. McMinn. 1c, Pub.
- Aviation**, 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. S. Paul Johnson. Good rates, Pub.
- Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-15) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.
- Bakers Review**, 330 W. 42nd St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Welster. 20c inch, Pub. (Buys little.)
- Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Peter G. Pirrie. Space rates, Pub.
- Bar & Grill Journal**, 105 W. 40th St., New York. (M-20) 800-1200 word merchandising features on outstanding bars, taverns, cafes and restaurants with photos. Philip Slowe. ¼c up, Pub.
- Barrel & Box & Packages**, 205 W. Wacker Dr., Chicago. (M-25) Articles with news items dealing with manufacture and use of wooden containers up to 3000. Ned Bailey. 25c inch, Pub.
- Beach and Pool**, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)
- Black Diamond, The**, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. ¼c up, Pub.
- Bookbinding & Book Production**, 50 Union Square, New York. (M) News of book printing and bookbinding trade. Query on features. D. M. Glixon. ¼c to 1c, Pub.
- Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.
- Brake Service**, 31 N. Summit St., Akron, Ohio. (M) Technical articles on brakes and brake servicing; interviews with successful operators of brake stations. John M. Pittenger. 1c, Pub.
- Brewer and Dispenser**, 501 Maritime Bldg., Seattle, Wash. (M) News, features, Pacific coast beer industry. Indefinite rates.
- Brewers' Journal**, 431 So. Dearborn St., Chicago. (M) News and features of the brewing industry. David B. Gibson. Indefinite rates, Pub.
- Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.
- Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. J. M. Lange, Mng. Ed. 1c up, Pub.
- Building & Modernization**, 9 E. 40th St., New York. (M-25) Articles dealing with unusual building or building modernization jobs, with photos and plans, 500-20000. H. D. Vernam. \$10 page, Pub.
- Building Supply News**, 59 E. Van Buren St., Chicago. (M-30-Jan. \$1.00) News of lumber and building supply dealers, 100 words maximum; reports of conventions; 200-300 word articles for departments; "Practical Aids to Profits," and "Yard Kinks." John H. Van Deventer, Jr. 40c inch, Pub.
- Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. ¼c, Acc. News items, first 100 words 2c, bal. each item ¼c, Pub. (Query.)
- Carpet & Upholstery Trade Review**, 1170 Broadway, New York. (M-25) Trade articles on exhibits, merchandising, etc., of floor fabrics in leading retail outlets. John Tashjian. 1c, Pub.
- Casket & Sunnyside**, 487 Broadway, New York. (M-25) Query on management interviews with morticians. ¼c, Pub.
- Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. R. Newcomb. 1c, Pub.
- Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Lebar. About 1¼c, Pub.
- Cleaning & Dyeing World**, 67 W. 44th St., New York. (M) Technical articles on cleaning and dyeing; sales promotion and merchandising articles of trade. Bob Pearce. ¼c, Pub.
- Coffee & Tea Digest**, 106 Water St., New York. (M) Brief selling plans on coffee and tea 250-500. ¼c, Pub.
- Coin Machine Review**, 1113 Venice Blvd., Los Angeles. (M) Maintains regular correspondents in principal cities. H. L. Mitchell, Assoc. Ed. Fair rates, Pub.
- Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-40) Articles on servicing and operating methods of truck fleet operators, particularly methods for effective economies 1500. George T. Hook. 1¼c, \$25 minimum, Pub.
- Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-25) Illustrated articles on wholesale and retail candy manufacturing companies, describing production methods or merchandising policies. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.
- Confectioners News**, 437 Chestnut St., Philadelphia. (M-5) Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies, also how candy jobbers assist retailers in display and disposal of confections; also good retail merchandising stories. Up to 1c, photos, \$1-\$3, Acc.
- Confectionery and Ice Cream World**, 99 Hudson St., New York. (W-20) Correspondents in principal cities provide news coverage. Fair rates, Pub.
- Converter, The**, 111 W. Washington St., Chicago. (M-35) Articles on new products, new processes, efficiency operations of envelope manufacturers and other paper converters, including manufacturers of paper containers, cartons, boxes. P. A. Howard, publisher; Blaine S. Britton, Mng. Ed. ¼c up, Pub.
- Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. ¼c, Pub.
- Corset & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. ¼c, Pub.
- Cracker Baker, The**, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to hiscuit and cracker industry; plant writeups; sales stories, practical or technical articles; human-interest and success stories. Query. L. M. Dawson. 30 to 50c inch, Pub.
- Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. ¼c, Pub.
- Curtain & Drapery Buyer & Drapery Profits**, 373 4th Ave., New York. (31) Illustrated features on curtains and draperies that would interest buyers of these departments. Alice M. Small. Indefinite rates, Pub.
- Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.
- Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Factual articles on new or remodeled milk plants; new or improved products; merchandising ideas of proved merit, on milk and milk products, 500-2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3, up, Pub.
- D and W**, 249 W. 39th St., New York. (M-30) Articles covering transportation, material handling, storage, water ways and terminals, factory migration, warehouse taxes, regulation, etc. Eugene Spooner. 1c, photos \$1.50, Pub.
- Department Store Buyer**, 17 E. 48th St., New York. (M) Articles of interest to department store buyers. Jess Nancy Gryce. Rates not announced.
- Department Store Economist**, 239 W. 39th St., New York. (2M-25) Articles on department stores—management, systems, operations, merchandising, modernization, to 750. Longer by special arrangement. Not theories, but factual copy ghosted by store executive if possible. C. K. MacDermott, Jr. 1¼c, photos, \$2, within six weeks of receipt.
- Diesel Digest**, (Occidental Pub. Co.) 304 S. Broadway, Los Angeles. (M-25) News of new or unusual diesel engine applications, illustrations. 25c Col. inch, Pub. (Query on features.)
- Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c, Pub.
- Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c, Pub.
- Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gothard. 1c, Pub.
- Druggists' Circular**, The, 12 Gold St., New York. (M-25) Druggist success articles. R. W. Rodman. Indefinite rates, Pub.
- Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick, Mng. Ed. 1c, Pub.
- Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of manufacturers in drug and toilet goods fields. Dan Rennick, Mng. Ed. Indefinite rates.
- Dry Goods Journal**, Box 1316, Des Moines, Ia. (M) Only outstanding merchandising-articles about store departments bought. Largely staff-written. Chas. M. Boreman. 1c, Acc.
- Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. James Wright Brown. \$2 a column up, Pub.
- Electrical Dealer**, 360 N. Michigan, Chicago. (M-35) Sales methods of merchandising electric appliances (including radios). Roland Cole. 1c, Pub. (Query before submitting.)
- Electrical South**, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. ¼c to 1¼c, Pub.
- Electrical Week**, 480 Lexington Ave., New York. (W) News and features of trade. Dr. Orestes H. Caldwell. 1c up, Pub.
- Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, bull dozers and tractor-drawn scrapers; excavating contracts, open pit mining quarry, drainage 500-2000. Arnold Andrews. 1c, photos \$1, cartoons on shovel subjects \$1-\$2, Pub. (Query.)



**Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.

**Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (2M-10) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. (Overstocked). File name for possible assignment. C. C. Hayley. 1c, Pub.

**Feed Bag**, The, 741 N. Milwaukee St., Milwaukee. (M-25) Illustrated articles on out-of-ordinary merchandising ideas used by feed dealers, up to 800; specifically from N. E. quarter of the U. S. David K. Steenbergh, 1c, Pub.

**Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. 1/2c, Acc.

**Film Daily**, 1650 Broadway, New York. (D) News of the film industry. J. W. Allicote. Space rates.

**Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline on articles. Carroll E. Pelisier. Articles \$5 page, news 25c inch, photos \$1, Acc.

**Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 500, on selling, service, parts merchandising, administration, Ford super-service station operators. Ford truck experience stories from users. Walter W. Belson. 1c, Acc. (Overstocked.)

**Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of the food and grocery product manufacturers. Dan Renick. 1c, Dept. news 8c line, Pub.

**F. T. D. News**, 251 W. Larned St., Detroit. (M) Florists' trade news, regular correspondents. M. Bloy. Fair rates, Pub.

**Furniture Age**, 2225 N. Lakewood, Chicago. (M-50) Illustrated home furnishing trend articles 300 to 1000 in re furniture, rugs, draperies, bedding, toys; featuring outstanding promotions, new stores, model rooms, unusual merchandising methods. Must be well illustrated. J. A. Gary. 1c, photos \$2, Pub.

**Furniture Index**, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow.)

**Furniture Record**, 260 Tremont St., Boston. (M) Feature articles on furniture store operations, all departments. Wm. C. Fank. 1/4 to 1c, Pub.

**Furniture South**, Highpoint, N. C. (M) Illustrated stories of topics of interest to retail furniture stores 500-1500. N. T. Fraigg. 1/2c, Acc.

**Garrison's Magazine**, 40 Worth St. New York. (M) Outstanding features on department store merchandising. Flint Garrison. Excellent rates, Acc.

**Gas Age**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrews. 1c, Pub.

**Gas Appliance Merchandising**, 9 E. 38th St., New York. (M) Illustrated features on merchandising of gas appliances, including gas-fired air conditioning units. H. O. Andrews. 1c, Pub.

**Geyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief, illustrated articles on stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.

**Gift & Art Buyer**, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising etc. Thomas V. Murphy. \$5 each, Pub.

**Gloves**, Gloversville, N. Y. (M-25) Illustrated merchandising articles on gloves. Bethune M. Grant, Jr. 1c, Pub.

**Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1 1/2 to 2c per word). Pub.

**Hardware Retailer**, Security Trust Bldg., Indianapolis. (M-25) Illustrated hardware merchandising features. Glendon Hackney. 1c, Pub.

**Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also housewares, china, glass 100-1000. 1c, photos \$1, after Pub.

**Hat Life**, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.

**Health Foods Retailing**, 333 N. Michigan Ave., Chicago. (Q) Merchandising interviews with health food dealers. 1/2c, or if one photo, 1c; add'l photos \$1, Pub. (Query.)

**Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2000; mostly by engineers. C. E. Price. Good rates, Pub.

**Hide and Leather**, 300 W. Adams St., Chicago. (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new products, production methods, sales promotion campaigns by manufacturers. Ralph B. Bryan. 1c, Pub. (Query.)

**Highway Magazine**, Armo Culvert Mfrs. Assn., Middletown, O. (M) Articles on drainage, operation, improvements on public highways, etc., use of roads and streets, 800-1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

**Hotel Bulletin**, 260 Tremont St., Boston. (M) Articles on hotel maintenance and management. Wm. C. Fank. 1/2c, Pub.

**Hotel Management**, 222 E. 42nd St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1/2c to 5c, Acc.

**Hotel World-Review**, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. 1/4 to 1c, Acc.

**House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and major appliance departments 300-700. Julien Ellenbein. 1/2c, \$1 for photos, Pub.

**Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news; articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.

**Ice Cream Field**, 19 W. 44th St., New York. (M-25) Merchandising and promotion ideas used or planned, for greater sales of ice cream, wholesale or retail. Howard Grant. 1/2c, Pub.

**Ice Cream Retailer**, 1265 Broadway, New York. (2M) News and features of ice cream industry. Chas. Christensen. Indefinite rates.

**Ice Cream Trade Journal**, 305 E. 45th St., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies 500-2000. Harry W. Huey. 1c, Pub.

**Illinois Editor**, 306 W. Main St., Mascoutah, Ill. (M-10) Fact articles on increasing subscriptions, special edition promotions, etc. Arthur D. Jenkins. 1c, Pub.

**Implement Record**, 417 Market St., San Francisco. (M) Material mostly secured direct from trade, but occasional news purchased. (Query.) Osgood Murdock. Varying rates, Acc.

**India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. S. C. Stillwagon. 8c, Pub.

**Industrial Finishing**, 802 Vulsin Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100-1500. W. H. Rohr. 1/4 to 1c, Pub.

**Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.

**Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500-1000. Hull Bronson. 1/2c, Pub.

**Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c, Pub.

**Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants and children's garments; news of buyers. Arthur I. Mellin. 1/2c, Pub.

**Inland Printer**, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

**Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (Life Edn. W-15; Fire Edn. W-25) Correspondents covering fire, casualty, life insurance news in all principal cities. Elmer Miller, Jr. About 1/2c, Pub.

**Insurance Salesman**, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. Sharp prints, candid or action photos of life insurance men. Query with name first. \$2-\$3.50, Acc. C. C. Robinson. 1/4 to 1c, Acc.

**International Blue Printer**, 506 S. Wahash Ave., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards. 1c, photos \$1, Pub.

**Jewelers Circular-Keystone**, 239 W. 39th St., New York. (M-25) Illustrated stories on window display, advertising, silverware merchandising, watch merchandising, based on experience of some well-rated jeweler. F. V. Cole. 40c inch, photos, \$3, Pub.

**Laundry Age**, 330 W. 42d St., New York. (M-25) "How" articles on laundry operation. J. M. Thacker. Indefinite rates, Pub.

**Laundryman's - Cleaner's Guide**, Commercial Exchange Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750-1200. 1/4 to 1c, photos 50c to \$1, Pub.

**Linens & Domestics**, 1170 Broadway, New York. (M-35) Trade and feature articles on linen goods, blankets and towels; interior or window display photos. Query on anything special. Julien Ellenbein. 1/2c, photos \$1, Pub.

**Liquor Store and Dispenser**, 205 E. 42nd St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, hotels and restaurants; cartoons. Hartley W. Barclay. 1/2c, photos \$1.50, Pub.

**Luggage and Leather Goods**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin. 1/2c, Pub.

**Magazine of Light**, The, Nela Park, Cleveland, O. (8 issues a year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman. 1c, Acc.

**Meat**, 2244 Calumet Ave., Chicago. (M) Query editor on feature articles based on interviews with meat packing officials on production methods or merchandising ideas. M. L. Samson. 1c, Pub.

**Meat Merchandising**, 105 S. 9th St., St. Louis, Mo. (M-20) Articles on personnel management; unusual merchandising schemes for meat or canned goods collection and delivery methods. Frank J. Maher. 1c, Pub.

**Men's Wear**, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

**Mida's Criterion**, 155 W. 44th St., New York. (M) News of liquor and wine trade. Query. A. B. Greenleaf. 1/2c, Pub.

**Mill & Factory**, (Conover-Blast Corp.) 205 E. 42d St., New York. (M-35) Query editor for copy of magazine and instructions. Hartley W. Barclay. 1c up, usually Acc.

**Modelmaker**, Wauwatosa, Wis. (Bi-M-25) Articles, up to 2000, describing working steam model locomotives, gas engines, power boats, model stationary engines. A. C. Kaimbach. 1/2c approx., Pub.

**Modern Brewer**, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Hartley W. Barclay. 1c up, usually Acc.

**Modern Packaging**, 122 E. 42d St., New York. (M-50) Illustrated articles on package production, merchandising window and counter display, assignment only. A. Q. Maisel. 1 to 4c, Pub.

**Modern Plastics**, 122 E. 42d St., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. E. F. Lougee.

**Modern Retailing**, 250 5th Ave., New York. (Q) Illustrated short articles detailing successful sales ideas, methods and stunts of small stores selling stationery, office supplies, school needs, novelties, etc. Photos of stores. David Manley. 1c, Pub.

**Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley. 1c, photos \$2, Pub.

**Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

**Motor Service**, 549 W. Washington Blvd., Chicago. (M) Garage management articles. Illustrations needed showing advertised equipment in use. Submit outline. Herb Packer. Good rates; Acc.

**Motor Topics**, 22 E. 12th St., Cincinnati. (M) Material on operating economy, maintenance tips, safety; games, humor, travel—must be closely knit to interests of car owners. N. R. Meyer. 1c up, photos extra, Pub.

**Motorship and Diesel**, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.

**Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Dougherty. 1c, Pub. (Slow to report.)

**National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features of interest to the bottled soft drink industry. W. B. Keller, Jr. \$7.50 page, Pub.

**National Carbonator & Bottler**, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750-1250; news items 50-100. ¼c, 1c, photos 50c to \$1, Pub.

**National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Feature articles; short items 100-1000 of cleaning and dyeing trade; photos. Paul C. Trimble. About 1c, Pub.

**National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, features. Allen Sinzheimer. ¼c, Pub.

**National Florist Service Magazine**, 234 Fifth Ave., New York. (M) Constructive articles on flower merchandising. "Name" articles must be based on interviews with members of National Florists Service, Inc. James Madison Aubrey. ¼c, Pub.

**National Jeweler**, 531 S. La Salle St., Chicago. (M-25) Limited market for illustrated articles with news and merchandising slant. 250 to 500. Francis R. Bentley. ¼ to 1c, Acc.

**National Provisioner**, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants, meat distribution from plant to consumer. Paul I. Aldrich. ¼c up, Pub.

**National Sign Journal**, 729 Broadway, Denver. (M-20) News of the sign industry and outdoor advertising; features on outstanding sign campaigns, and men prominent in the sign world. Orville J. Grisier. ¼c up, Pub.

**Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors; illustrated articles on new wholesale groceries, grocery warehouses; super markets, co-op. establishments. Carroll K. Michener. ¼c, Acc.

**Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin. ¼c, Pub.

**Occupational Hazards & Safety**, 812 Huron Road, Cleveland. (M) Articles describing ways and means of minimizing or eliminating health and accident hazards in general industry. 1½c, Pub.

**Office**, 377 Broadway, New York. (M) Articles of interest to stores and salesmen selling office machines. W. G. Singleton. ¼c up, Pub.

**Office Appliances**, 20 N. Wacker Dr., Chicago. (M-25) Articles on selling office equipment 1200. Walter S. Lennartson, Assoc. Ed. 30c inch, 2 cols. to page; 20c inch, 3 cols. to page, Pub.

**Optometric Weekly**, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.

**Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

**Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to packing and shipping Depts. of industrial companies, on packing, loading, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell, Jr. ¼ to 1c, photos 50c to \$1, Pub.

**Paper Progress**, 812 Huron Road, Cleveland. (M) Articles dealing with specification, purchase, and printing processes of fine papers. 1½c, Pub.

**Petroleum Marketer**, 624 S. Michigan Ave., Chicago. (M) Entirely staff-written. Brandon E. Kourke.

**Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on gift and picture shops, photos. J. C. Raleigh. About ¼c, photos, 50c to \$1, Pub.

**Playthings**, 381 4th Ave., New York. (M-25) Merchandising articles on dolls, toys, games. Accounts of toy store promotions, to 2500. J. M. Cloud. Payment according to value.

**Plumbing and Heating Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations, 1000. T. F. J. Moffett. Good rates, Pub.

**Power**, 330 W. 42nd St., New York. (M-35) Technical articles on power generation by engineers or power executives, up to 1500. \$10 to \$12 page, 1000 words, Pub.

**Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Ralph E. Turner. 6/10c, Pub.

**Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg. 1c, Pub. (Slow to use.)

**Practical Builder**, 59 E. Van Buren St., Chicago. (M-10) Correct technical articles on residential and smaller business building, with "how-to-do-it" standpoint, 300. Phil W. Hanna. 70c inch, Pub.

**Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Waldon, Jr., Ed.; Ernest F. Trotter, Mug. Ed. 30c inch, photos, \$1 and \$2, Pub.

**Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200, grocery trade articles, especially success stories, 1200-1500; photos. Ralph F. Linder. 1 to 2c, Acc. Original jokes with grocery slant, ¼ each. Attractive photos of food window and interior displays, meat displays, \$3 to \$5 each.

**Publishers Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the book trade 1500-2000. Fredric G. Melcher. 1c, 10th of mo, following Pub.

**Radio & Electric Appliance Journal** (including *The Radio Merchant*), 1270 6th Ave., New York. (M) Trade news and features, Limited market. Daniel Webster. Fair rates, Pub.

**Radio Retailing**, 330 W. 42nd St., New York. (M) Illustrated features on radio merchandising, 100-500. W. MacDonald. 1c up, Acc.

**Radio To-day**, 480 Lexington Ave., New York. (M) News and features of trade. Dr. Orestes H. Caldwell. 1c up, Pub.

**Radio Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.

**Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

**Real Estate Record**, 119 W. 40th St., New York. (W-50, M-25) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.

**Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (W-10) Name and fact stories on ice refrigeration, merchandising of ice and ice refrigeration, and refrigerated locker plants. R. Wesley Baxter. \$4 column, Pub.

**Restaurant Management**, 222 E. 42nd St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl. 1c up, Acc.

**Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.

**Retail Ledger and Homeware**, 260 Tremont St., Boston (M) Articles on department store management, promotions, etc. Wm. C. Park. ¼c, Pub.

**Retail Tobacconist**, 1860 Broadway, New York. (M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Patrey. ¼c, Pub.

**Rock Products**, 205 W. Wacker Dr., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.

**Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to automobile, casualty, fire and marine insurance salesmen. Irving Williams. Fair rates, Pub.

**Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.

**San Francisco Styles & Selling**, 507 Montgomery St., San Francisco. (M) Very brief items on unusual selling or display ideas used by Pacific Coast women's fashion stores, 20c inch, Pub.

**Seafood Buyer**, Goffstown, N. H. (M) Illustrated articles on retailing of fish. Gardner Lamson. Indefinite rates.

**Seed World**, 223 W. Jackson Blvd., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. ¼c, Pub.

**Service**, 19 E. 47th St., New York. (M-25) Technical or semi-technical articles of interest to the radio service man, and distributor of radio parts and accessories. Robert G. Herzog. 1c, Pub.

**Shipping Management**, 404 4th Ave., New York. (M-25) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. 1c, Pub.

**Shoe Repairer and Findings Dealer**, 111 Summer St., Boston. (M-20) News of shoe repairs and findings dealers; features on progressive methods of outstanding repair shops. W. C. Hatch. \$4 per 1000, Pub.

**Shoe Rep'r Service**, 816-820 Mart Bldg., St. Louis. (M-Gratis) Constructive articles pertaining to shoe repairing by high-grade shoe rebuilders, 300-1500; fillers 50-100. Walter J. Eggers. ½ to 1c, Pub.

**Soda Fountain Magazine**, The, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. Duncan Ross. 1c, Pub.

**Southern Funeral Director**, 711 Glenn St., S.W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising. J. C. Edwards. ½ to 1½c, Pub.

**Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.

**Southern Knitter**, Clark Pub. Co., Charlotte, N. C. (M) Technical articles pertaining to knit goods manufacturers. David Clark. Indefinite rates, Pub.

**Southern Printer**, Mortgage Guarantee Bldg., Atlanta. (M) Illustrated practical, factual articles 750, based on actual experiences of printers in 14 southern states. William D. Harris. 20c, Col. inch, Pub.

**Southwestern Baker**, 542 M.&M. Bldg., Houston, Tex. (M-10) News and features of Arkansas, Louisiana, Mississippi, So. Carolina, Tennessee, Texas, Alabama, Florida, Georgia, N. Carolina, Oklahoma and New Mexico baking industry. Charles Tunnell. ½ to 1c, photos \$1, Pub.

**Southwestern Bottler**, P. O. Box 1922, San Antonio, Tex. (M-25) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Lancy McMath. ¼c up, Pub.

**Spice Mill, The**, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems.  $\frac{1}{2}$  to 1c, Pub.

**Spirits**, 220 E. 42nd St., New York. (M-25) Short items on activities of wine and spirit wholesalers, distributors and their salesmen. Jon Gregg.  $\frac{1}{4}$ c, Pub.

**Sporting Goods Dealer, The**, 10th and Olive Sts., St. Louis, Mo. (M-1) Illustrated interviews on sporting goods merchandising, store arrangement, news. H. G. Heitzberg.  $\frac{1}{4}$ c up, Pub.

**Sporting Goods Journal**, 330 S. Wells St., Chicago. (M) Specific articles describing merchandising programs of sports stores, 500-1000; photos. E. V. Perkins.  $\frac{1}{4}$ c up, Pub.

**Sporting Goods Retailer**, 1819 Broadway, New York. (M) Illustrated articles on merchandising of sporting goods. O. T. Baxter.  $\frac{1}{4}$ c, Pub.

**Sports Age**, 260 5th Ave., New York. (M) Query on articles embracing detailed, specified merchandising programs actually and successfully applied in selling sporting goods, 1500. Ames Castle.  $\frac{1}{4}$ c, Pub. (Overstocked.)

**Sportswear Review**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. Not interested in free-lance contributions. Bertram M. Leihar.  $\frac{1}{4}$  to 2c, Pub.

**Starchroom Laundry Journal**, 305 E. 45th St., New York. (M-25) Feature articles on the laundry business, 1000. Noel Grady.  $\frac{1}{2}$  to 1c, Pub.

**Super Market Merchandising**, 45 W. 45th St., New York. (M) Illustrated articles, and news items, on management and operation of super markets. M. M. Zimmerman.  $\frac{1}{4}$ c, Acc.

**Surgical Business**, 220 Elizabeth Ave., Newark, N. J. (M) Articles of interest to manufacturers, wholesalers, dealers and salesmen of surgical supplies, instruments, equipment and appliances, covering buying, selling, merchandising, advertising and promotion, systematizing, accounting, credits and collections, to 1000. A. August Tiger. 1c up, Acc.

**Syndicate Store Merchandiser**, 79 Madison Ave., New York. (M-20) Interior and exterior photos of outstanding 5 and 10 cent store displays; news of personnel changes, with photos; new stores with photos. Preston J. Beil.  $\frac{1}{2}$  to 1c, Acc.

**Telegraph Delivery Spirit**, 356 S. Spring St., Los Angeles. (M-50) Staff written except for monthly short short-story 850-900 dealing with florist business, and one authoritative article for "Helpful Ideas for Your Business" department, 900-950. Kenneth W. Heck.  $\frac{1}{4}$ c Pub. Cartoons, \$2.50.

**Tire Builders News**, 1207 Park Ave., New York. (M-20) 1000-2000 word features short news items, photos, specializes in practical ideas for retreading, vulcanizing and tire repair shops. Douglas W. Clephane.  $\frac{1}{2}$  to 1c, Pub.

**Tire Review**, 31 N. Summit St., Akron, Ohio. (M) News of tire trade; merchandising articles on tire retailers, retreaders, etc. Edward S. Balcox. 1c, Pub.

**Tires Magazine**, 420 Lexington Ave., New York. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators 1500-2000. Jerome T. Shaw.  $\frac{1}{2}$  to 1c, news items 25c inch, fillers  $\frac{1}{4}$ c, photos \$2, Pub.

**Toilet Requisites**, 101 W. 31st St., New York. (M) Class magazine or retailers of the better types of toilet goods including department stores and retail druggists with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets. 1c, Pub.

**Tool Engineer, The**, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. up to 1200. Roy T. Branson. \$10 page (3 ccl. 10 in. 10 pt.), Pub.

**Tourist Court Journal**, Temple, Tex. (M-25) Constructive articles covering operation of tourist camps, 2000-2500. Seth Ridout. Ind. rates. (Stocked for six months.)

**Toys and Bicycles**, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1000. Corena Daugherty.  $\frac{1}{4}$ c, Pub.

**United States Tobacco Journal**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

**Used Car Merchandising**, 2842 W. Grand, Detroit. (M) Query on special plans for selling used cars. F. W. Munro. Indefinite rates.

**Venetian Blind Dealer**, 431 S. Dearborn St., Chicago. (M) Articles on merchandising of Venetian blinds; also photos and items showing interesting and unusual applications. M. B. Pendleton. 1c, Pub.

**Voluntary and Cooperative Groups Magazine**, The, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook.  $\frac{1}{4}$ c, photos \$1, Pub.

**Wallpaper Magazine**, 9 E. 40th St., New York. (M-25) Sales promotion, success stories, new ideas in dealer display. 1000-2000; trade news. A. Louise Fillebrown. 1c, Pub.

**Welder, The**, Waltham Cross, Herefordshire, England. (M) Illustrated technical articles on welding jobs, 1500. E. Dacre Lacy. About 1c, Pub.

**Welding Engineer**, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. Ralph S. Kenrick. 1c, Pub.

**Western Beverage**, 627 Mills Bldg., San Francisco. (M-15) Articles covering winery and spirits industries of West. Wm. W. Paul. No payment.

**Western Brewing World**, 304 S. Broadway, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Pritchard. Query on features. Good rates, Pub.

**Western Confectioner Ice Cream News**, 304 S. Broadway, Los Angeles. (M-25) Features on successful merchandising methods of candy and ice cream manufacturers and manufacturing retailers in the West. Query. Geo. F. Ilaines. 25c inch, Pub.

**Western Construction News**, 333 Kearney St., San Francisco. (M-25) Articles on all phases of Western civil engineering. J. I. Ballard. Varying rates.

**Western Flying**, 304 S. Broadway, Los Angeles. (M) Practical, helpful "how to" articles on aviation sales, service production, or aircraft operation. Query on features. Robert J. Pritchard. 25c inch, Pub. (Overstocked.)

**Western Plumbing & Heating Journal**, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

**White Collar**, 230 5th Ave., New York. (M) Brief how-to-do fact articles and handbooks 100-300, by experienced office people. Russell A. Dorsey. \$1 to \$2.50 per article, Pub.

**Wholesaler's Salesman**, 330 W. 42nd St., New York. (M-25) Query editor on experience stories of wholesalers' salesmen in selling electrical products. J. D. Benson. \$15 to \$25 article, Pub.

**Wine & Liquor Retailer**, 444 Madison Ave., New York. (M) Illustrated merchandising features of interest to liquor retailers. Louis Schwartz.  $\frac{1}{4}$ c, Pub.

**Wine Review**, 304 S. Broadway, Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. H. H. Marquis. 25c inch, Pub.

**Wood Construction**, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

## C—JUVENILE LIST

### GENERAL FIELD

#### BOYS AND YOUNG MEN

**American Boy**, The, 7430 2nd Blvd., Detroit, Mich. (M-15) Boys, high-school and college age. Short-stories up to 4500. Western, mystery, sports, detective, etc., Humor. Fillers 300, with action photos on achievements of boys; picture spreads. Franklin M. Reck, Mng. Ed. 2c up, Acc.

**American Farm Youth Magazine**, Jackson at Van Buren, Danville, Ill. (M-10) Outdoor, rural, modern agricultural articles 100-1000, adventure, mystery, action short-stories 1000-4000, adventure novelettes 6000-12,000, jokes, news items on FFA activities. Robert Romack.  $\frac{1}{4}$ c up, photos 50c to \$2, Pub.

**American Newspaper Boy**, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories, newspaper carrier boy characters by authors familiar with modern newspaper boy duties, adventure stories, appeal to young men, 2000-3000. Bradley Welfare. \$10 per story, Acc.

**Boys' Life**, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000-4000; serials 2 to 4 installments of 5000. James E. West; Irving Crump, Mng. Ed.  $\frac{1}{4}$  c up, Acc. (Well stocked.)

**Open Road for Boys**, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000-3500; serials up to 40,000; articles 1000-1500. Photos. Clayton H. Ernst.  $\frac{1}{4}$ c up, Pub. or Acc.

#### BOYS AND GIRLS

**Child Life**, (Rand, McNally & Co.) 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, articles, poems, usually planned with editor, up to 1800. Wilma McFarland.  $\frac{1}{4}$ c up, Acc. (Overstocked.)

**Children's Play Mate Magazine**, Cleveland, Ohio. (M-15) Mystery, adventure, historical, foreign short-stories for boys and girls 10 to 14, 1800 wds.; nursery stories for children 5 to 9; 500-1000. Cartoons. Esther Cooper. Usually 1c for fiction, Pub.

**Jack and Jill**, (Curtis) 626 Ledger Bldg., Philadelphia. (M-25) Juvenile short-stories 1000, articles 500, verse, art work. Ada C. Rose. Rates not stated.

**St. Nicholas**, 420 Lexington Ave., New York. (M-25) Boys and girls 6 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse; travel, nature articles. Vertie A. Coyne. 1c up, verse 25c line, Pub.

**Story Parade**, 70 5th Ave., New York. (M-15) Children 8 to 12. Juvenile short-stories, articles, plays, up to 2500; high-literary standard; poems. L. Parker. 1c, Pub.

**Young America**, (Eton Pub. Corp.) 32 E. 57th St., New York. Young people 8 to 18. Short-stories 2500, broadly educational background. Winthrop Brubaker. 1c, Pub.

**Youth Today**, 250 Park Ave., New York. (M-25) Reprint articles of interest to boys and girls, 14 to 18. Will consider unusually good original articles, 1500; short-stories 2500. Harry Miller. 1c, Pub.

#### GIRLS

**American Girl**, (Girl Scouts, Inc.) 14 W. 49th St., New York. (M-15) Girls, ages 10 to 18. Action short-stories 2500-3700; articles 1500-3000. Anne Stoddard. 1c up, Acc.

#### COMIC AND CARTOON MAGAZINES

**Acc Comics, King Comics**, (David McKay Co.) 604 S. Washington Sq., Philadelphia, Pa. (M-10) Cartoon strips chiefly obtained from King Features Syndicate; some original work. Feature pages; juvenile serial stories, 6 parts, 2500 words each. Margery McKay. Good rates, Acc.

**Circus**, (Globe Syndicate) 16 E. 48th St., New York. (M-10) Cartoons, comics, puzzles, prize contests. Rates not at hand.

**Crackjack Funnies**, (Whitman Pub. Co.) Poughkeepsie, N. Y. (M-10) Cartoons, comics, principally from syndicates, adventure serials. Rates not at hand.

**Detective Comics, More Fun Comics, Adventure Comics, Action Comics**, (Detective Comics, Inc.) 480 Lexington Ave., New York. (M-10) All use original comic and narrative strips. Vincent Sullivan. Good rates, Acc.

**Famous Funnies**, 50 Church St., New York. (M-10) Cartoon strips obtained from regular sources but considers original work. Harold A. Moore. Action short-stories 1500. \$25 each, Pub.

**Funny Picture Stories, Little Giant Comics, Little Giant Movie Funnies**, (Centaur Pubs.) 461 8th Ave., New York. Cartoons, comics, mystery and adventure short-stories. Rates not at hand.



**Feature Funnies**, (Comic Favorites) 369 Lexington Ave., New York. (M-10) Comic strips, chiefly of syndicated origin. Rates not at hand.

**Mickey Mouse Magazine**, (K. K. Pubs., Inc.) 1270 6th Ave., New York. (M-10) Not in the market.

**Popular Comics, The Funnies, The Comics**, (Dell) 149 Madison Ave., New York. (W-10) Comic-strip material, chiefly furnished by syndicate or staff artists. Arthur Lawson.

**Tip Top Comics, Comics on Parade**, (United Features Syndicate) 220 E. 42nd St., New York. (M-10) Chiefly syndicate material, but will consider comic strips, cartoons, and cartoon ideas, juvenile jokes, Fred A. Methot.

## RELIGIOUS PUBLICATIONS

### SENIOR AGE (16 years up)

#### (Boy and Girl)

**Challenge**, (Presbyterian Pubs.) 73 Simcoe St., Toronto, Canada. (W-3) Young people, 16 years up. Adventure, achievement, moral short-stories 2500-3000; articles 500-1000, fact items, fillers. N. A. MacEachern. Varying rates, Pub.

**Classmate**, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Not interested in unsolicited material. A. D. Moore.

**Epworth Herald**, 740 Rush St., Chicago. (2-M-6) Articles and short-stories of interest to young Methodists, high school, college ages, 800; serials 5000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About 1/2c; verse about 15c line, Pub.

**Epworth Highroad**, (Methodist Pub. House) 810 Broadway, Nashville, Tenn. (M) Young people 16 to 24. Short-stories 2500-4000; serials, 4-6 chapters; illustrated articles 1000-1800; striking photos. Miss Rowena Ferguson. 1/2c up, Acc.

**Forward**, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials 6 to 10 chapters, 3000 each; illustrated articles 1000; editorials 400-800; young viewpoint, interesting story. Park Hays Miller. 50c per 100 words, Acc.

**Front Rank**, The, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500-3500; serials 20,000-25,000; illustrated articles; poems; editorials, fillers; photos. \$3.50 per M., Acc.

**Onward**, (United Church Pubs.) 229 Queen St. W., Toronto. (W) Young people. Short-stories, articles, serials, verse, nature and science material. Archer Wallace. 1/2c, Acc.

**Onward**, Box 1176, Richmond, Va. (W-3) Presbyterian young people. Character building short-stories, serials, short articles, editorials. Miss Clarabel Williams. Rates not stated.

**Our Young People**, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Young people 13 to 20 and older. General miscellany. Low rates, Acc.

**Sunday Companion**, The, 261 Broadway, New York. (W) Catholic juvenile for parish schools. Fiction; current events, miscellany. M. A. Daily. Rates not stated.

**Try**, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500-3500; descriptive, biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greene. 1/2c, verse \$1 to \$2.50, Acc.

**Watchword**, The, (United Brethren Pub. House) 240 W. 5th St., Dayton, O. (W) Young people. Short-stories 1500-3000; serials, miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

**Young People's Paper**, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200-800. \$4 to \$5 per M., Acc.

**Young People's Weekly**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Ages 18 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; scientific, popular articles with photos 100-1000; editorials 100-400. Good rates, Acc.

### INTERMEDIATE AGE (12 to 18)

#### (Boy)

**Boy Life**, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W) Boys 13 to 17. Wholesome short-stories 1800-2000; serials, articles, miscellany. 1/2c up, Acc.

**Boy's World**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys 13 to 18. Short-stories 2200-2500; serials 4 to 6 chapters, 2200-2400 each, scientific news items with photos; successful boys (photos); verse; editorials 75-200. Good rates, Acc.

**Canadian Boy**, (United Church Publications) 299 Queen St. W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. 1/2c, Acc.

**Catholic Boy**, The, 1300 Foshay Tower, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200-2500; articles for boys. J. S. Gibbons. \$4 to 1c, Pub.

**Pioneer**, The, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500-3000; serials 6 to 10 chapters 2500 each, illustrated articles 800-1000; non-preachy editorials; cartoons; verse. Park Hays Miller. \$5 per M., photos 50c up, Acc.

**Target**, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-2) Boys 9 to 15. Alfred D. Moore. No unsolicited material.

**Youth's World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, 13 to 16. Short-stories 1000-2500; serials 4 to 8 chapters 2500; each; articles 500-900; character-building editorials up to 600; handicraft; fact items, photos. Miles W. Smith. \$4.50 per M., Acc.

#### (Girl)

**Canadian Girl**, (United Church Publications) 299 Queen St. W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Agnes Swinarton. 1/2c, Acc.

**Catholic Girl**, The, Belleville, Ill. (M-10) Girls, high-school age. Wholesome, romantic, mystery, school short-stories 2500; vocational articles 1500-2500. A. B. Sues. About 1/2c, Pub.

**Girlhood Days**, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati, O. (W) Girls 13 to 17. Wholesome short-stories 1800-2000; serials; miscellany. Maud V. Rouse. 1/2c up, Acc.

**Girls' Companion**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Girls 14 to 18. Short-stories 2000-2500; serials 2 to 6 chapters, 2200 each; illustrated occupation articles 200-750; editorials 75-200. Good rates, Acc.

**Girl's World**, (Am. Baptist Pub. Society) 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials, 2500-word chapters; informative articles 200-800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 per M., Acc.

**Portal**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (W-2) Girls 12 to 18. No unsolicited material.

**Queens' Gardens**, (Presbyterian Bd. of Christian Education) 910 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500-3000; serials 6-10 chapters, 2500 each; illustrated articles; editorials, verse, cartoons. Park Hays Miller. \$5 M., Acc.

#### (Boy and Girl)

**Ambassador**, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Short-stories 2500-3500; illustrated articles 1500-2000; poems up to 4 stanzas. (Give source on factual material.) Novella Dillard Preston. 1/2c, Acc.

**Cargo**, (Methodist Pub. House) 810 Broadway, Nashville, Tenn. (W) Teen-age boys and girls. Short-stories 2500-3500; serials 3 to 10 chapters, usually on assignment; illustrated articles; striking photos. Rowena Ferguson, Robert A. McGaw. 1/2c up, Acc.

**Christian Youth**, 321 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000-1200; fillers; nature, fact, how-to-make-it articles 300-1000; Bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1, Acc.

**Friend**, The, (United Brethren Pub. House) Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000-2500; serials 2 to 8 chapters; informational, inspirational articles 100-800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2, Acc.

**Highway**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Boys and girls, 12-18. Short-stories and over 2500; serials, 8-12 2500-word chapters; poems up to 20 lines; illustrated articles 100-1000. Frances Woolery. \$3.50 per M., Acc.

**Lutheran Young Folks**, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Boys and girls over 14. Illustrated descriptive articles; short-stories 3000-3500; serials 6-12 chapters. Fair rates, Acc.

**Sunday School Messenger**, (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. Young people, 12 to 17. Short-stories 1800, serials, essays 600, verse, photos, editorials 300. W. E. Peffley. \$1.25 per M., Acc.

**Venture**, (Evangelical Bd. of Christian Ed.) 1724 Chouteau Ave., St. Louis, Mo. (W) Early teen-age adolescents. Verse. Fred E. McQueen. 5c line, Acc. (Overstocked.)

**Young Canada**, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-02) Junior teen-age boys and girls. Short-stories 2000; short articles on invention, popular science, achievement, nature, foreign lands, etc., up to 500. N. A. MacEachern. M. A. Varying rates, Pub.

**Young Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pfahm Fisher. 1/2c to 1c, Acc.

**Young Israel**, 3 E. 65th St., New York. (M-10) Children under 13. Short-stories, articles of Jewish interest, 1200-2000; verse. Elsa Wehl. Under 1c, verse \$3 to \$5, Acc.

**Young People**, The, (Augustana Book Concern) Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates; payment quarterly.

**Young People's Friend**, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000-2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. Ida Byrd Rowe. \$3 per M., Pub.

**Young People's Standard**, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Short-stories up to 1500, articles up to 1200; verse up to 20 lines, fillers. Sylvester T. Ludwig. \$2.50 per M., verse 10c line, Acc.

**Young Soldier and Crusader**, The, (General Bd. of Religious Education) 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories up to 2400; verse. Rev. D. B. Rogers. 1/2c, payment quarterly.

**Youth's Comrade**, The, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, also 800-1000; serials, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. \$2.50 per M., Acc.

### JUNIOR AGE (9 to 12)

#### (Boy and Girl)

**Boy's and Girl's Comrade**, (Gospel Trumpet Co.) 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 10 chapters; verse 2 to 6 stanzas. Ida Byrd Rowe. \$3 per M., photos 50c to \$2, Pub.

**Children's Friend**, The, (Augsburg Pub. House-Lutheran) 425 S. 4th St., Minneapolis, Minn. (W) Out-door, rural short-stories preferably with religious note, up to 1800, articles 1800-2000; serials 7-8 chapters; very little verse. Rev. John Peterson. \$2.50 to \$3 per M., Acc.

**Explorer, The**, (United Church Publications) 209 Queen St., W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse. Agnes Swinarton. ¼c. Acc.

**Institute Leaflet**, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories, 1200, serials, verse. Rev. D. B. Rogers. ¼c. payment quarterly.

**Junior Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary 600-800; articles 600; serials up to 6400; short fillers, jokes, verse, 12 lines. Mrs. Mary Pfau Fisher. ½ to 1c, photos \$1 to \$3, Acc. (Slow.)

**Junior Joys**, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12. Market supplied at present. Mrs. Elizabeth Hodges. ¼c. Acc.

**Junior Life**, (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Wholesome short-stories 1200-1500, shorter articles. Maud V. Rouse. ¼c. Acc.

**Junior Weekly**, (Methodist Book Concern) 420 Plum St., Cincinnati, Ohio. Children 9 to 12. No unsolicited material.

**Junior World**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M., Acc.

**Junior World**, (Am. Baptist Pub. Society) 1701 Chestnut St., Philadelphia (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 per M., Acc.

**Lutheran Boys and Girls**, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Ages 9 to 14. Short-stories, articles. Low rates, Acc.

**Olive Leaf**, (Augustana Book Concern) Rock Island, Ill. (W) Boys and girls, 8 to 11. Religious, adventure short-stories 600; articles 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. ¼c. Pub.

**Our Boys and Girls**, (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. Juniors, 9 to 11. Short-stories, articles, 2000; serials; verse, photos. Edith A. Looose. Low rates, Acc.

**Our Boys and Girls**, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Boys and girls 9 to 12. General miscellany. Low rates, Acc.

**Picture World**, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents impressing moral and religious truths 400-800, verse. \$5 per M., verse 50c stanza, Acc.

**Sentinel, The**, (Baptist Sunday School Board) 161 8th Ave., N. Nashville, Tenn. Boys and girls 9 to 12. Short-stories 1500-2000; short articles; verse. Novella Dillard Preston. ¼c. Acc.

**Treasure**, (Evangelical Bd. of Christian Ed.) 1724 Chouteau Ave., St. Louis, Mo. (W) Boys and girls, 9 to 12. Character-building short-stories 800-1000. Fred E. McQueen. 20c per 100 wds., Acc. (Overstocked.)

**What to Do**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys and girls 9 to 12. Short-stories 2500; serials 2-4 chapters 2500 each; inspirational verse; editorials 100-400. Illustrated occupation articles 150-180. Good rates, Acc.

**Young Crusader, The**, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane. ¼c. Acc. Verse, no payment.

#### TINY TOT AGE (4 to 9) (Boy and Girl)

**Children's Leader**, (Amer. Baptist Pub. Soc.) 1703 Chestnut St., Philadelphia. (M-10) Short-stories for children, 500-1500; articles on religious education of children; editorials. Margaret M. Clemens. \$4.50 M. Acc.

**Child's Own, The**, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories 250; verse. D. B. Rogers. ¼c. payment quarterly.

**Dew Drops and Little Learners**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Children 4 to 8. Short-stories 500-900; short articles, editorials 100-250; verse up to 12 lines. Good rates, Acc.

**Friends**, (Evangelical Bd. of Christian Ed.) 1724 Chouteau Ave., St. Louis, Mo. (W) Children under 9. Character-building short-stories 100-400. Fred E. McQueen. 20c per 100 wds., Acc. (Overstocked.)

**Jewels**, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Material for small children. ¼c. Pub.

**Our Children**, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W.) Children 6 to 8. General Miscellany. Low rates, Acc.

**Our Little Folks**, (United Brethren Pub. House) Dayton, O. (W) Children 4 to 9 years. Short-stories 300-600. J. W. Owen. Up to ¼c. Acc.

**Picture Story Paper**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. Children 4 to 8. No unsolicited material.

**Shining Light**, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W-4) Children 5 to 9. Moral, character-building, religious short-stories 300-500; nature, religious verse; photos of nature, children. Ida Byrd Rowe. \$3 per M., Pub.

**Stories for Primary Children**, (Presbyterian Bd. of Christian Ed.) 910 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Things to make and do. Park Hays Miller. ¼c. verse 25c for 4 lines, Acc.

**Storyland**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300-1000; poems up to 20 lines; handicraft articles 300-500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M., Acc.

**Storytime**, (Baptist Sunday School Bd.) 161 8th Ave., N. Nashville, Tenn. (W) Children 6 to 8. Short-stories 400-650; articles and suggestions for playthings children can make 100-300; verse. Agnes Kennedy Holmes. No Mss. purchased during July, Aug. ¼c. Acc.

**Story World**, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300-600; verse. Miles W. Smith. \$4.50 per M., Acc.

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# LITERARY MARKET TIPS

*Popular Photography*, 608 S. Dearborn St., Chicago, A. B. Hecht, managing editor, sends the following suggestions to contributors: "Our experience in the recent past has been that the interest of the readers in the biographical type of article is rapidly diminishing. They seem to feel that they don't get enough technical information from this type of story, and technical information is what they want. Consequently, *Popular Photography* is concentrating more and more on the technical type of story. This, however, does not mean the purely informative and cut-and-dried story but articles on technical subjects written in an easily understandable style which makes for pleasant reading. So far as the technical subjects are concerned, they may cover the entire field of photography. Having run in the past a large number of articles of a more general type, we prefer to see stories which concentrate on any one specific phase of photography and go into detail regarding the problems of this specific field. *Popular Photography* is using, at present, two types of articles. We run one-page features of approximately 1500 words and two-page spreads of a maximum of 2500 words. To illustrate a one-page feature we, as a rule, use three or four photographs or diagrams, while the double-page spread requires anywhere from six to eight illustrations. The quality of illustrations which we have been receiving has been extremely poor. As a photographic magazine we naturally must insist on good print quality and, beyond that, also on pictorial quality in our pictures. It is amazing especially to see real or self-styled experts submit the most horrible illustration material with their stories. Generally speaking, we must issue the warning that insufficiently or partly illustrated stories will be rejected by us in future without any discussion of the possibility of improving them. We expect some measure of self-criticism from our authors and, as we have an oversupply of material, we cannot waste our time on telling them what constitutes acceptable copy." This Zeff-Davis monthly pays 1 to 2 cents a word and up, on acceptance, for text, \$3 to \$5 for photos.

*Detective Story Magazine* and *Clues-Detective Stories*, 79 Seventh Ave., New York, of the Street & Smith group, now use novelettes up to 25,000 words in length. *Crime Busters* now uses stories up to 10,000 words in length.

*Uncanny Tales*, RKO Bldg., New York, is a new magazine of weird fiction added to the Red Circle group. Rates paid by this company are from 1/2 to 1 1/2 cents a word, on acceptance.

*Western Romances*, 149 Madison Ave., New York, is being revived under the editorship of Florence McChesney. This Dell magazine is in the market for Western love short-stories. Rates are about 1 cent a word, payable on acceptance.

*True*, published by the Country Press (Fawcett Magazines), 1501 Broadway, New York, is now edited by William Corcoran. George Scullin, former editor of *True*, is now assistant editor of *True Detective Mysteries* and *Master Detective*, Macfadden publications.

*Unknown*, 79 Seventh Ave., New York, is a new fantasy magazine of the Street & Smith group, edited by John W. Campbell, Jr. It is a companion to his *Astounding Science Fiction*, but Mr. Campbell stresses the purpose of a genuinely different approach in science fiction and seeks new ideas not reminiscent of previous work in this field. Street & Smith rates are 1 cent a word and up, on acceptance.

*Mechanix Illustrated*, 1501 Broadway, New York, Fawcett monthly formerly known as *Modern Mechanix*, is particularly in the market for "news shorts" writes Robert Hertzberg, editor. "These are photographs and short descriptions of new inventions, household gadgets and accessories, unusual machines, labor-saving devices, automobile and airplane devices, etc. Preference is given to photographs having novelty or human-interest appeal. We specifically do not want catalogue type photographs which show a bare picture of a device or scene. If the subject requires from 3 to 5 pictures it might be classified as a single-page feature. Prints should be on glossy paper, not smaller than 4 by 5 inches. We consider submitted pictures on the basis of the story they tell and not on their technical perfection. Minimum rate of payment, \$3 per picture; frequently a flat price for an acceptable set of pictures with short, concise explanatory text, brings the rate of payment up to \$4 or \$5 apiece. Payment is made on acceptance."

Newsstand Publications, RKO Bldg., Radio City, New York, issuing magazines under the Red Circle banner, specify the following requirements for their Western short-stories: "We don't want strung-out retribution short-stories; prefer not to have the story turn solely on the trick, unless trick is very unusual. Hero should be emotionally involved, with character solution rather than trick, or with trick incidental. Off-trail angles and settings okay as long as written within usual moral limits." (Magazines involved: *Best Western*, *Complete Western Book*, *Top Notch Western*, *Two-Gun Western*, *Western Novel* and *Short Stories*, *Western Fiction*, *Quick-Trigger Western Novels*, *Wild West Stories* and *Complete Novel*, *Western Short Stories*.) For their short detectives: "Story should not be merely strung-out retribution in which villain gets it in the neck; nor should they simply show hero considering a few clues and then offering explanation as he nabs the villain. Girl should be involved if possible; she can furnish the emotional angle. Or if not the girl, a character trait of a freak sort—loyalty to a brother or a principle, or the like." (Magazines involved: *Complete Detective*, *Detective Short Stories*, *Top Notch Detective*.) Rates paid by this group are from 1/2 to 1 1/2 cents a word.

*For People Everywhere*, 122 E. 42nd St., New York, is announced as a free-distribution periodical to be issued by the General Publishing Co. It will buy short short-stories of general interest up to 1500 words at 1 cent a word.

*Ken*, 919 N. Michigan Ave., Chicago, of the Esquire Coronet Co., will change from bi-weekly to weekly publication on April 6.



*Fantastic Adventures* is the title of the new science-fiction magazine, plans for which were announced previously by the Ziff-Davis Company, 608 S. Dearborn St., Chicago. It is a companion magazine to *Amazing Stories*. Both magazines are anxious to secure the best writers in the field. In this connection, Raymond A. Palmer, managing editor, announces: "Until further notice, the Ziff-Davis Publishing Company will offer a special monthly award of \$50 to the best story in each issue of *Amazing Stories*. We usually run seven stories and therefore one of every seven stories published gets a \$50 bonus, which bears no relationship to the length of the story, a short standing an equal chance with a novelette or short novel. Also, rates will be stepped up to 1 cent a word and up, depending on the quality of the story. We pay promptly on acceptance and guarantee quick service. We will be glad to enter into correspondence with authors regarding contemplated articles they want to submit. We are very definitely in the market for material on both *Amazing Stories* and *Fantastic Adventures*, the first issue of which will be on sale March 21 and dated May. We advise authors to secure a copy and study it carefully, since it is a bit different in formula than our other publications. This is a very open market, and beginning with the second issue, a bonus of \$75 will be paid to the author of the best story in the issue, and \$25 to the author of the second best. These awards will be given on the strength of reader reaction."

Western Union Advertising Department, 60 Hudson St., New York, states that it will consider until April 15 sentiments of not over fifteen words for Thanksgiving, Christmas and New Years, Valentine, Easter, Mothers' and Fathers' Day. One dollar each is paid for acceptable sentiments.

*Win*, 2 W. 46th St., New York, is a new magazine edited by William Wister, and aimed chiefly at those interested in contests of various kinds. It offers a market for short-stories of romance, with American settings, based on a theme of striving and winning. Payment is announced at around \$100 for longer stories, short-shorts less, on acceptance. New talent is sought.

*Your Faith*, 122 E. 42nd St., New York, is a new Macfadden publication. It will be devoted to non-sectarian religious articles, preferably around 1500 words. Payment will be at good rates on acceptance.

*Western Story*, 79 7th Ave., New York, Street & Smith magazine, is now using longer novelettes. John Burr, editor, states that the 25,000-word length will now find greater favor than the shorter ones the magazine has been running.

The American League to Combat Anti-Semitism, 270 Broadway, New York, writes: "We are interested in factual articles of not more than 1000 words, fully substantiated, concerning the Jewish question in America today. Photographs or illustrations may accompany such articles. Payment by arrangement." M. Brody signs the request.

In common with other magazines of the Street & Smith group, 79 Seventh Ave., New York, the following have increased their length limitations for novelettes, the new requirements being: *Wild West Weekly*, 12,000 to 20,000 words; *Sport Story Magazine*, 10,000 to 12,000 words; *Romantic Range*, 8500 to 10,000 and 12,500 to 15,000.

*Glamour* is announced as the title of the new magazine on Hollywood and fashions to be launched soon by Conde Nast Publications, 420 Lexington Ave., New York.

*Hollywood Love Romances* and *Lariat Story Magazine*, both of Fiction House, 461 Eighth Ave., New York, are overstocked.

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Jane Hardy was formerly on the editorial staff of Macmillan Company. She is highly recommended by Harold S. Latham, Ida Tarbell, Henry Goddard Leach, Hamlin Garland, and others.

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Paragon Features Syndicate, 7428 W. 61st Place, Argo, Ill., is in need of the following types of material, writes Julian S. Krupa, managing editor: (1) All types of science fiction, 1000 words and up; fantastic adventures of the present and future, usually based on some well-known scientific fact, or occurrence, or theory. (2) Similar material but not necessarily based on fact or theory—purely imaginative and yet somewhat conceivable. (3) Horror, weird, and strange tales. Each story must be highly dramatic, full of action, glamor, mystery, love—as the case may be. Polish Feature Syndicate, a branch of this company, has been discontinued.

*Young People's Paper*, 1816 Chestnut St., Philadelphia, published by the American Sunday School Union for young people of late teen ages, sends the following: "We should like to drop the hint that after all, *Young People's Paper* is a periodical for Sunday School readers, therefore the slant is religious. The majority of general-interest articles, rewriting facts from books, especially the encyclopedia, are seldom considered. Our manuscript mail has grown alarmingly in the past few months, but the increase has been in the undesirable articles. We are still an open market for the writer of fiction or fact who can present the active Christian life as the ideal for the present-day young person."

*Vacationer*, 417 S. Hill St., Los Angeles, has been discontinued. A reorganization of its sponsor; National Vacation Club, Inc., is stated to be pending.

*Fassetts*, Durham, N. Carolina, which represented itself as in the market for material, for which from 2 to 4 cents a word would be paid, responds with a form letter conveying the information that material is purchased only from subscribers. This qualification applies also to its prize contests. Naturally its call for material would not have been published in *THE AUTHOR & JOURNALIST* had not this information been withheld.

Wallace Hebbard, publisher, who called for book manuscripts through our February issue, should be addressed at Box 63, Santa Barbara, Calif., instead of 3 W. Carrillo St., according to a notation from the post office.

The majority of magazines in the Ace Magazines group, 67 W. 44th St., New York, should now be listed as paying ½ cent and up on acceptance. Former monthlies in this group now issued on a bi-monthly basis are *Western Aces*, *Sure Fire Western*, and *Ace Sports*. *Sky Aces*, now overstocked, has become a quarterly.

*Fact Detective* and *Fact Spy Stories*, 480 Lexington Ave., New York, which were announced last month, are issued by Fact Magazines, Inc., instead of by the Trojan Publishing Co., as stated in these columns. G. Grey is editor.

*12 Sports Aces*, 67 W. 44th St., New York, a bi-monthly, has replaced *Variety Sports* in the Ace Magazines group. Harry Widmer, editor, calls for sport short-stories, offering payment at ½ cent a word on acceptance.

*Tolerance*, 541 S. Spring St., Los Angeles, Calif., does not pay for material. Ed Wheeler, editor, writes that an announcement previously made stating that material would be paid for was sent out through misunderstanding, since there is at present no appropriation for the purchase of manuscripts.

*Rim Monthly*, 1622 N. Highland, Hollywood, Calif., magazine of radio rates and reviews, is not at present in the market for any material, according to its publisher, Bert Butterworth.

*Ace Magazines*, 67 W. 44th St., New York, report the discontinuance of the following titles: *Variety Novels*, *Variety Story Magazine*, and *Capt. Hazzard*.

Ziff-Davis Publishing Co., 608 S. Dearborn St., Chicago, announces two new magazines. One will be in the romance-adventure field, stressing stories of the south-seas, hula dancers, island romance and adventure. The locale may be on sea or island, but its keynote must be exotic atmosphere. Romantic angle should be strong, with the accepted sex angle of the south seas, although decorous and subdued. Strong plot and characterization essential. May be told from either boy or girl angle. Greatest need for short-stories, 4500 to 6000 words, one or two per issue running 2500 and 3500; one short novel, 15,000 to 20,000.

The other pulp will be in the air stories field, stressing all types of aviation fiction—air-war, commercial, exploration, private, air mail, army, navy, etc., any locale. Stories must be well plotted, definitely action, an element of romance desired. Greatest need is for short-stories, 4500 to 6000 words, one or two per issue running 2500 and 3000. Novellettes, 10,000 to 12,000 and 15,000 to 20,000. Rates for both magazines, 1 cent a word and up, on acceptance. Each also offers bonuses of \$75 and \$25 for the best stories based on reader reaction.

Doubleday, Doran & Co., 14 W. 49th St., New York, book publishers, have inaugurated an imprint, "Double-D Westerns," under which a new Western novel will be published each month. The plan is similar to that of the Crime Club mystery novels launched by this house ten years ago.

*The Seven Seas*, published by the Hamburg American Line, 57 Broadway, New York, a travel magazine published quarterly, is practically a closed market. "We almost never accept unsolicited material," writes E. C. Serfling. "Our needs are quite specific and because of this contributors are necessarily limited. Most of our material is written to order."

## A GREAT EDITOR GOES ON RECORD

Robert H. (Bob) Davis, famous editor Munsey group of magazines, discoverer of many noted writers, now widely read columnist on New York Sun, recently wrote me as follows, "Dear Scammon: It interests me to know that you have gone into the business of Literary Consultant. You are one of the few writers I have known who has any capability at all for intelligent revision. I have known you to lick a poor story into a good one for the reason that you were expansive enough to seize an editor's intent. It is this same knowledge that you can impart to others."

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*Golden Fleece*, 538 S. Clark St., Chicago, in a letter from C. G. Williams to Alexander Jessup, authors' agent, stated: "You probably can guess the difficulties of fixing the policy—at least as regards time—of a magazine devoted to historical adventure. We had expected to use the world war as a deadline, but the fan mail we are receiving makes us doubt the advisability of it. Perhaps the recent approach to the brink is having an influence." This apparently indicates that the magazine prefers stories of earlier period than the world war.

*The Southern Literary Messenger*, 109 E. Cary St., Richmond, Va., discontinued twenty-five years ago, is being revived under the editorship of F. Meredith Dietz. It will be issued monthly. Details as to requirements and methods of dealing with authors are not at hand.

*Vocational Trends*, 600 S. Michigan Ave., Chicago, uses factual material on trends in business and industry that affect training and technic, from the standpoint of young people. Length limit is 2000 words. News items are used, also cartoon ideas. Payment is now on publication at 1 cent a word. J. B. Streycmans is editor.

Maitland Scott, Jr., has resigned as editor of *True Mystic Science*, 506 Fifth Ave., S., Minneapolis, Minn. His successor has not been announced.

*The Kenyon Review*, Gambier, Ohio, a quarterly edited by J. C. Ransom, uses articles on recent literature, art and music. Payment is on publication at five dollars per page of about 350 words. No fiction is used. Poetry is desired, the length limit being 100 lines, the payment variable.

*The Book Prevue*, 7 W. 15th St., New York, which stated in its preliminary announcements that no charge would be made to authors for publishing material in its department, "What They Would Like to Write," informs those who submit material that this applies only to subscribers. To others, a charge is made.

C. K. Weil, Bend, Ore., illustrator, sends word that he is constantly in the market for good cartoon gags of the *Saturday Evening Post* and *Collier's* type, payment being on a 50-50 basis and reports being made immediately. "I have definite contracts for over forty gags per month," he writes.

*The Women's Guild*, 202-228 McKerchey Bldg., Detroit, Mich., presumably a syndicate, is reported by a contributor to be dilatory in reporting on material. A registered letter was returned in January marked "Unclaimed," with the notation, "Out during hours of delivery."

*The Quarterly Journal of Inter-American Relations*, 41 Holden St., Cambridge, Mass., publishes articles on history, sociology, economics, and literary criticism in the field indicated by its title. John I. B. McCulloch, editor, states that the *Quarterly* is not conceived of primarily as a commercial venture, so does not pay for contributions.

*World Horizons* and *4-H Horizons*, published at Wellesley, Mass., write: "We find it best for us to obtain our material by solicitation since we work under a dominant theme which makes it necessary for each unit to be specifically built into the whole."

*Contrast*, 1445 W. Jackson Blvd., Chicago, is the new periodical announced by the Stet Company, devoted to articles, short-stories, and verse, preferably by beginning writers. Gerda Grimm, editor, stated that minimum rates would be ¼ cent per word.

*Your Personality*, 354 Fourth Ave., New York, is a new companion magazine to *Your Life* edited by Douglas Lurton. Somewhat similar material will be used, in lengths up to 2000 words.



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*Professional Art Magazine*, 320 Doty Street, Madison, Wis., is published every other month at 25c per copy. It is edited by Ben Duggar. It requires "how-to-do-it material on art techniques or strictly informative items for commercial artists. Some fiction, but it must be strictly about artists, art students or models, and very much in keeping with actual studio practice." Payment is reported to be between 1/2 and 1 cent a word on publication.

*United States Camera Magazine*, 381 Fourth Ave., New York, a bi-monthly edited by Phillip Andrews, pays from \$25 to \$100 per feature, on publication, for articles on photography.

*New Book Comics* has been discontinued by Detective Comics, Inc., 480 Lexington Ave., New York. Its remaining weeklies, *Detective Comics*, *More Fun Comics*, *Adventure Comics*, and *Action Comics*, are willing to consider good original comic and narrative strips. Vincent Sullivan, editor, offers good rates on acceptance.

*American Detective Cases*, formerly published by the Artvision Co., 551 Fifth Ave., New York, has been sold to *True Detective Mysteries* of the Macfadden group, and presumably merged with the latter.

*Current History*, 63 Park Row, New York, has been purchased by J. H. Smyth, owner of *The Living Age*, *North American Review* and *The Foreign Observer*. M. E. Tracy, former owner, retains an interest and will continue as editor.

*The Quarterly Journal of Inter-American Relations*, 41 Holden St., Cambridge, Mass., has appeared under editorship of John I. B. McCulloch. It will present scholarly articles from a diversity of viewpoints on contemporary affairs.

*Adventure Trails*, *Gunsmoke Western*, and *Star Sports*, of the Red Circle Group, RKO Bldg., Radio City, New York, have been discontinued.

*American Newspaper Boy*, 416 N. Marshall St., Winston-Salem, N. Car., uses adventure stories of appeal to young men, in addition to stories of newspaper boy characters, according to a note from Bradley Weldare, editor. Payment is at \$10 per story, on acceptance.

*National Rural Crime Prevention News*, Sedgwick County, Cheyney, Kans., is announced by Hugh C. Gresham, editor and publisher as in the market for news and features on crime prevention, racket and graft exposures, historical fiction, etc., adapted to small-town and rural readers. He does not state whether payment is made.

### PRIZE CONTESTS

The Dial Press, 432 Fourth Ave., New York, offers a \$1000 prize plus royalties, for the best original novel submitted by a school teacher. The novel must be about school teachers, between 60,000 and 100,000 words in length. Only teachers in the public school system are eligible. The manuscript must be submitted between May 1, 1939, and October 1, 1939. Judges are Ralph Thompson, book critic of the *New York Times*, and Burton C. Hoffman, president, and George Joel, editor, of the Dial Press. The award announcement will be made in January, 1940.

Houghton Mifflin Co., 2 Park St., Boston, announces two literary fellowships for 1939, one in fiction and one in non-fiction, to be awarded to promising writers. The fellowships will carry awards of \$1000 in addition to royalties on the books produced thereunder. Those interested should write to the company for details.

*Photoplay*, 122 E. 42nd St., New York, has discontinued its offer of prizes for letters appearing on its Boos and Bouquets department. The page is continued, but no remuneration will be offered for letters.

## Writers!!!

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J. B. Lippincott Company, of Philadelphia and New York, and Hodder & Stoughton, Limited, of London, book publishers, present a competition entitled, "A Hunt for a First Novel in the Great Romantic Tradition." The requirement is for a novel by a new author "written in the fine romantic vein of Hervey Allen, J. B. Priestley, Raphael Sabatini, Daphne du Maurier, Rachel Field, James Hilton, F. Van Wyck Mason, and Margaret Mitchell of the present day, or of such past literary giants as W. J. Locke or even William Makepeace Thackeray with his 'Vanity Fair' and Charles Dickens with his 'Tale of Two Cities.' The winning novel will receive (1) A cash payment of \$2500 outright, (2) A travel award. If an American wins the prize he or she will be given a tour of approximately four weeks with all expenses paid in Europe. If a British competitor wins, the tour will be in the United States. (3) An assured income of \$2500 per annum, on account of royalties, for four years from the date of publication of the winning novel, during which time the author will write three further novels for the associated publishers. If royalties exceed this amount, they will be paid at regular royalty periods. Those intending to compete should send to the publishers or the agents conducting the contest for detailed folder describing the plan and purpose of the contest and giving detailed conditions, together with an official entry blank. Summarized, the conditions require that: Only authors who have not had a novel previously published are eligible. Manuscripts must be entered under a pseudonym, the author's name appearing only on the entry form. If the submitted novel does not win a prize, the publishers have an option to publish it upon usual first novel terms. All manuscripts must be submitted to the agents not later than June 30, 1940. The winner will be announced not later than October 1, 1941, this date being fixed with a view to the possible sale of serial rights prior to book publication. The contest will be handled through the literary agents, Raymond Savage, Limited, of Princess House, 39, Jermyn St., London, S.W.1, and Sanders & Conroy, 522 Fifth Ave., New York, who shall be recognized by contestants as their agents for handling the manuscripts submitted, and for all future novels they may place as a result of the competition, except that no commission will be deducted from the \$2500 prize or foreign tour award.

The Dramatists' Alliance of Stanford University offers four awards in connection with its summer studies in drama and second conference in playwriting—the Maxwell Anderson award for verse drama, the Etherage award in prose comedy; the McGaw award for dramatic sketches in verse, and the Gray award in dramatic criticism. Details may be secured by addressing the Contest Proctor, English Department, Stanford University, Calif. A registration fee of \$1 is required with each manuscript.

*The Parent's Magazine*, 9 E. 40th St., New York, pays \$1, on publication, for each accepted recipe after testing. Recipes are especially chosen for their suitability for children's menus.

*Win*, 2 W. 46th St., New York, is offering \$5000 a month in fifteen contests. Magazine must be seen for particulars and entry blanks.

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Former editor of *Travel*, managing editor of *The Nation's Business*, *Collier's* and *Woman's Home Companion*. Author of the standard textbook, *Narrative Technique*, and of *Writing as a Career*, both published by Harcourt, Brace and Company. A three act play of mine was produced last summer by Theatre Guild managers, and a one act play recently submitted in a New Theatre contest was selected for production. Instructor of short story classes at the Writing Center of New York University. Special lecturer at Columbia University, University of Missouri, and Oklahoma Agricultural and Mechanical College.

342 MADISON AVE.

NEW YORK

The Atlantic Monthly Co., 8 Arlington St., Boston, calls attention to an error in the statement covering its prize contest for high school and private school students, which was carried in this department last month. The contests are open to students enrolled on the Atlantic high school and private school lists, not on the Atlantic college list as erroneously stated. There are, however, in addition to the high school and private school contests, three Atlantic contests for college students, the latter open to students enrolled on the Atlantic college list. Prizes are \$50 each for the best essay, best story, and best poem. The closing date is April 8, 1939.

*The American Magazine*, 250 Park Ave., New York, asks: "Do you know of some unusual fact that will fit into the 'It Takes All Kinds' column? We will pay \$1 for each acceptable item accompanied by corroborative proof." No items returned. In its "Why Don't They" column the magazine asks: "Have you been thinking of some improvement that would make life simpler around the home—or anywhere else? Send your idea to the Why Don't They Editor." No ideas are returned and no mention is made of remuneration.

*Our Dumb Animals*, 180 Longwood Ave., Boston, in connection with the annual "Be Kind to Animals Week," announces prizes of \$15, \$10, and \$5 offered by the Massachusetts S.P.C.A. for the best original photographs, not previously published, of animals or birds. No performing animals or pictures showing cruelty to animals. The picture may show any single animal or bird, or a group, and may include one to three persons. No limit as to size, but gloss pictures from 3x4 to 5x7 inches are preferred. No text should be submitted and the title should not exceed fifteen words. Closing date, May 15, 1939. Address, Photograph Contest Editor.

*Collier's*, 250 Park Ave., New York, continues to pay \$5 each for items—facts that are interesting and unusual—accepted for publication in its column captioned "Keep Up With The World." Contributions must be accompanied by satisfactory proof, source of information, etc. None are returned.

The Academy of American Poets will award a first prize of \$1000 and five additional prizes of \$100 each for the best official poems for the New York World's Fair. The closing date is March 15, 1939. Particulars and entry blanks may be obtained by writing to the Academy, 435 E. 42nd St., New York.

*Our Dumb Animals*, 180 Longwood Ave., Boston, announces that the American Humane Education Society offers prizes of \$3 to \$1, and additional prizes of subscriptions, for four-line verses by children under 12 years of age. Contest closes June 1, 1939. Address, Verse Editor.

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 IF—for this, you realize \$3.00 to 6,000 words is reasonable  
 IF—you wish a worthwhile course in writing technique  
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 IF—you'd like all MINOR REVISIONS made not only by a  
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## TRADE JOURNAL DEPARTMENT

Edited by JOHN T. BARTLETT

*Progressive Grocer*, 161 Sixth Ave., New York, states that laws governing the sales of wines and liquors vary so much from state to state that it avoids using articles on sale of such merchandise in grocery stores.

*Laundry Age*, 30 W. 42nd St., New York, has "turned over a new leaf," clearing files of accumulated old "dead" copy, and promising contributors prompt decision in the future, according to E. J. Marks, associate editor.

*Florists Exchange*, 447 W. 38th St., New York, seldom buys photographs of window displays. Clara V. Cummin, news editor, states: "Since we are constantly receiving material and photos from enterprising florists with original ideas, it is our policy not to pay for such pictures; the halftone cuts from their photos give them desirable publicity."

*Furniture Index*, Jamestown, N. Y., Jack Hand, associate editor writes: "We buy very little free-lance material, owing to the fact that so many of our readers and friends like to see their work in our magazine, that they keep us pretty well supplied with material."

*Seed World*, 223 W. Jackson Blvd., Chicago, will pay \$5 for any outstanding picture of a seed store window display or store interior suitable for use on the magazine front cover. W. L. Oswald, editor, adds: "We are sorely in need of some right away."

*Department Store Buyer*, 17 E. 48th St., New York, is not in need of material at the moment, according to Jess Nancy Gryce, editor, although she advises, "Do continue to send us whatever material you think would interest our publication. We are always glad to see new articles."

*San Francisco Styles & Selling*, 507 Montgomery St., San Francisco, buys very little, and that little must contain unusual ideas. Ideas should be brief, covering unusual sale or display plans, and should be secured from women's fashion stores on the Pacific coast.

*Automobile Topics*, 1790 Broadway, New York, in returning an illustrated article on a Southern automotive dealer wrote: "It very rarely happens that this magazine accepts stories of this sort for which we have to pay." Letter was signed by Jas. I. Steinfest.

*Confectioner's Journal*, 437 Chestnut St., Philadelphia, is in the market at this time for illustrated articles on wholesale and retail candy manufacturing companies. *Confectioner's News*, a companion publication, needs illustrated articles on jobbing confectionery businesses, showing how named jobber employs profitable methods or policies, how candy jobbers assist retailers in displaying and disposal of confectionery; also good retail merchandising stories. Payment is up to 1 cent a word with \$1 to \$3 for photos. Eugene Pharo is editor.

*Meat Merchandising*, 105 Ninth St., St. Louis, Mo., is using many brief merchandising display ideas, written first-person, signed by the merchant himself. F. J. Maher, editor, wants ideas and more ideas!

*Current Ideas*, 540 No. Michigan, Chicago, is apparently out of business, as a contributor reports that a communication sent to the above address came back marked by the post office "moved, left no address."

*Casket & Sunnyside*, 487 Broadway, New York, S. M. Weiss, editor, is purchasing very little material. Contributors report many articles on file.

*Art Instruction*, 330 E. 32nd St., New York, will start publication in April, and thereafter appear monthly. Publisher will be Ralph Reinhold, New York, who also gets out *Pencil Points*.

## SHORT STORIES and NOVELS

Expert revision often secures acceptance. This I can give. Booth Tarkington, William Allen White, Wilbur Daniel Steele, Charles Caldwell Dobie, Will Levington Comfort, Robert Cortes Holliday endorse my work, as did Jack London. Also note the following from among my recent and more amateur successes:

"As you say, they all come back to Jessup in the end. As soon as my next book is finished I will send it on to you to revise. I haven't heard from Mrs. Minton, but will give you a good send-off if she writes me."—**FRANCIS J. GREEN**, 13 Jones St., Jersey City, N. J. (Nov. 21, 1938). Mr. Green is a product of the English Army. He knows India and England as well as these United States. But above all he knows human nature, and has a fine humor. I pick him for a second Jim Tully.

"All of us know your splendid abilities. I called on the publishers, and Mr. Kendall received me very affably. There is no doubt that your name carried great weight with them. I shall respond promptly and favorably to any one wanting such services as yours."—**HERMAN EVERETT GIESKE**, 1,032 Sixth Ave., Huntington, West Va. (October 4, 1935). Mr. Gieske was lately connected with the editorial department of the New York World-Telegram, and before that was a star reporter on the N. Y. Hearst papers. He is now editor and publisher of *The Ceredo Advance*, the oldest Republican newspaper in Wayne County (West Va.).

"Your criticism of *Worth Her Weight in Oats* proves beyond a doubt that you know your business. I knew the story should be cut but did not know how much or exactly where. I am delighted with and want to congratulate you on your revision, whether I ever get a nickel out of it or not. I like your method of putting comment on the ms. itself." (October 11, 1937.) "I am still sold on your editing." (April 22, 1938.)—**JOHN CALVIN STARR**, 322 Hyde Park Ave., Tampa, Fla. Mr. Starr is aiming at the high-class magazines, and is about to "arrive."

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### AUTHOR'S ADVISER

New York City

*Mida's Criterion*, now at 155 W. 44th Street, New York, is in the market for news pertaining to the wine and liquor business, specific articles having to do with the manufacture and wholesaling of wines and liquors. Articles should be accompanied with illustrations, either photographs or diagrams. Good rates are paid on publication. A. B. Greenleaf is editor.

*Spirits*, 220 E. 42nd St., New York, is now being edited by John Gregg. Hereafter all salesmanship articles must be based on bona fide interviews with named spirits salesmen. Payment is on publication at good rates.

*Seafood Buyer*, Goffstown, N. H., is a monthly magazine devoted to the merchandising of fish and shell fish. Accepting a story, Gardner Lamson, manager, requested information on names of manufacturers of display equipment used in the market. Payment is made after publication.

*Automotive Service*, New Center Bldg., Detroit, is a new monthly trade publication in pictures devoted to the interests of dealers' service departments, recently announced by George M. Slocum, publisher of *Automotive Daily News*.

*How to Sell*, 75 E. Wacker Drive, Chicago, which pays on publication, sometimes holds material two years before publishing, according to the experience of contributors.

*Commercial Car Journal*, Chestnut and 56th Sts., Philadelphia, announces a contest for fleet employees, with prizes offered for the best articles submitted on the subject, "How Our Shop Reduced Fleet Operating Costs." It is permissible for writers to work with fleet employees in preparing contest articles, but prize checks will be made out to the employees, so writers must make their own arrangements for compensation.

*Western Industry*, 939 S. Olive Street, Los Angeles, Calif., has been discontinued.

*Refrigeration*, 711 Glenn St., S. W., Atlanta, Ga., is interested in refrigerated locker plants, as well as in stories on ice refrigeration. "We are largely a technical publication," R. Wesley Baxter, editor, informs.

*Direct Selling Age*, 620 N. Michigan Ave., Chicago, is announced by the publisher of *Opportunity Magazine*.

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